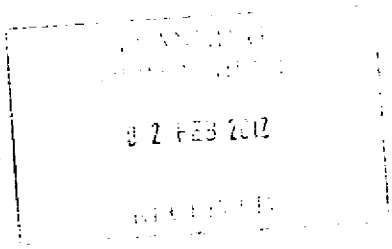




Planning Regeneration and Development

Mark Peacock  
Welwyn Hatfield Borough Council,  
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1<sup>st</sup> February 2012

**Our Ref: JM/793/MP/31.01-2**

Dear Mr Peacock,

**Application for Advertisement Consent (2) - Aldi, Parkhouse Court, Hatfield**

On behalf of Aldi Stores UK, please find enclosed an application submitted via Planning Portal for advertisement consent at the Aldi store located at the Parkhouse Court shopping centre, Hatfield.

This application makes one of two applications for advertisement consent at the Aldi Store at Parkhouse Court. For the avoidance of doubt, this submission is made concurrently with an application for a reduced sign to that which was dismissed at appeal (Appeal Ref: APP/C1950/H/11/2157732) on the sole grounds that the scale proposed was considered too large (Paragraph 6). In fact, the scale of the sign is necessary to enable directions to Parkhouse Court to be included. To this end, the concurrent application has reduced the sign by a metre which overcomes the concern. Please see the covering letter to the concurrent application which sets the wider context within which both must be considered.

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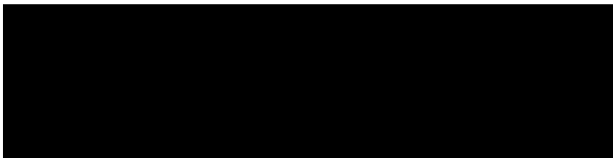
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However, if officers consider this remains too large, then the further reduced sign proposed by this application is considered to be a reasonable compromise. However, given the smaller dimensions, it is not possible to include the directional elements. This is of course immaterial as the content of the sign is not a material consideration in considering either visual amenity or safety.

In support of the application, please find enclosed a cheque to cover the full application fee of £95, payable to Welwyn Hatfield Borough Council.

We trust the enclosed is self-explanatory and look forward to written confirmation of validation. In the meantime, please do not hesitate to contact James McAllister if you have any further questions.

Yours Sincerely,



**JAMES MCALLISTER**

**Enc:** Cheque of £95 payable to Welwyn Hatfield Borough Council