

# Development Management

Welwyn Hatfield Borough Council

The Campus, Welwyn Garden City, Herts AL8 6AE

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**WELWYN  
HATFIELD**

Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

## Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

### 1. Site Address

Number

Suffix

Property name

Address line 1

Address line 2

Address line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

### 2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

## 2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

Are you an agent acting on behalf of the applicant?

Yes  No

## 3. Agent Details

Title	<input type="text" value="Mr"/>
First name	<input type="text" value="Jamie"/>
Surname	<input type="text" value="Wilton"/>
Company name	<input type="text" value="Alder King Planning Consultants"/>
Address line 1	<input type="text" value="Pembroke House"/>
Address line 2	<input type="text" value="15 Pembroke Road"/>
Address line 3	<input type="text" value="Clifton"/>
Town/city	<input type="text" value="Bristol"/>
Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="BS8 3BA"/>
Primary number	<input type="text" value="01173170000"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text" value="jwilton@alderking.com"/>

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Please select the type(s) of advertising you are proposing:

- Fascia sign(s)  
 Projecting or hanging sign(s)  
 Hoarding(s)  
 Other type(s)

Other type(s): Please add details of each proposed advertisement

Other type(s): 1

What is the height from the ground to the base of the advertisement?

0 metre(s)

#### 4. Type of Proposed Advertisement(s)

Other type(s): 1	
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 1.835 x Width: 2.252 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	184 cm
The colour of text and background Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m <sup>2</sup>
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.985 x Width: 0 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	99 cm
The colour of text and background Brushed stainless steel w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m <sup>2</sup>
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.06 metre(s)
Dimension:	Height: 0.325 x Width: 1.926 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	33 cm
The colour of text and background Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	No

#### 4. Type of Proposed Advertisement(s)

Other type(s): 3	
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.06 metre(s)
Dimension:	Height: 0.325 x Width: 1.848 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	33 cm
The colour of text and background  Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.06 metre(s)
Dimension:	Height: 0.325 x Width: 1.918 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	33 cm
The colour of text and background  Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.06 metre(s)

#### 4. Type of Proposed Advertisement(s)

Other type(s): 6	
Dimension:	Height: 0.325 x Width: 1.848 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	33 cm
The colour of text and background  Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 7	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.23 x Width: 1.363 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background  Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 8	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.23 x Width: 1.333 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background  Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated

#### 4. Type of Proposed Advertisement(s)

Other type(s): 8	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 9	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.23 x Width: 1.358 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 10	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.23 x Width: 1.356 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 11	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.23 x Width: 1.319 x Depth: 0.05 metre(s)

#### 4. Type of Proposed Advertisement(s)

Other type(s): 11	
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background  Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 12	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.23 x Width: 1.308 x Depth: 0.05 metre(s)
What materials will the sign be made of? Brushed stainless steel	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background  Brushed stainless steel text w/ no solid background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 13	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.5 x Width: 0.75 x Depth: 0 metre(s)
What materials will the sign be made of? PPC aluminium tray sign	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background  White opal acrylic lettering and arrow detail	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2

#### 4. Type of Proposed Advertisement(s)

Other type(s): 13	
Will the illumination be static or intermittent?	Static

Other type(s): 14	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.14 x Width: 0.45 x Depth: 0 metre(s)
What materials will the sign be made of? Digitally printed vinyl text applied to glazing	
What is the maximum height of any of the individual letters and symbols?	14 cm
The colour of text and background  Pantone 8924 (metal coated)	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 15	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.11 metre(s)
Dimension:	Height: 0.4 x Width: 5.041 x Depth: 0.1 metre(s)
What materials will the sign be made of? PPC stainless steel	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background  White opal acrylic text face	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 16	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.075 metre(s)
Dimension:	Height: 0.25 x Width: 4.515 x Depth: 0.065 metre(s)
What materials will the sign be made of? PPC stainless steel	



#### 4. Type of Proposed Advertisement(s)

Other type(s): 16	
What is the maximum height of any of the individual letters and symbols?	25 cm
The colour of text and background	
White opal acrylic text face	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 17	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.5 x Width: 1 x Depth: 0.3 metre(s)
What materials will the sign be made of?	
Bespoke fabricated steel subframe overlaid with PPC aluminium panels	
What is the maximum height of any of the individual letters and symbols?	250 cm
The colour of text and background	
Dark blue totem sign with white lettering/logo. 42inch digital screen to be set into the totem sign	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 18	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0.11 metre(s)
Dimension:	Height: 0.4 x Width: 5.041 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
PPC stainless steel	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background	
White opal acrylic text face	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	Static

#### 4. Type of Proposed Advertisement(s)

Please describe each of the 'Other type(s)' of advertising proposed

SEE EXTERNAL SIGNAGE BOOKLET SUBMITTED WITH THE APPLICATION FOR REFERENCE TO THE BELOW SIGN TYPES.

Signs 1 & 2: 2 no. Halo illuminated Fusion Students logo on student accommodation (sign type 1);  
Signs 3-6: 4 no. Student block identification lettering on student accommodation (non-illuminated) (sign type 2A);  
Signs 7-12: 6 no. Student block identification halo illuminated lettering on student accommodation (sign type 2B);  
Sign 13: 1 no. Hotel entrance sign on Comet Hotel (sign type 3);  
Sign 14: 8 no. Student accommodation glazing manifestation on student accommodation (sign type 4b);  
Sign 15: 1 no. South east elevation Comet Hotel identification signage on Comet Hotel (sign type 6);  
Sign 16: 1 no. Restaurant identification sign on Comet Hotel (sign type 5);  
Sign 17: 2 no. Comet Hotel entrance totem signs (sign type 8); and  
Sign 18: 1 no. North west elevation Comet Hotel identification signage on Comet Hotel (sign type 7).

#### 5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes  No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

Yes  No  Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

Yes  No

#### 6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From

17/04/2019

To

17/04/2060

#### 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

Yes  No

#### 8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

Yes  No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- The agent  
 The applicant  
 Other person

#### 9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes  No

#### 10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

Yes  No

#### 11. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff  
(b) an elected member  
(c) related to a member of staff  
(d) related to an elected member

## 11. Authority Employee/Member

It is an important principle of decision-making that the process is open and transparent.

Yes  No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

## 12. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

Date (cannot be pre-application)

17/04/2019