

# Development Management

Welwyn Hatfield Borough Council

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**WELWYN  
HATFIELD**

## Application for consent to display an advertisement(s). Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details

Title:	<input type="text" value="Mr"/>	First Name:	<input type="text"/>	Surname:	<input type="text" value="Weedon"/>
Company name:	<input type="text"/>				
Street address:	<input type="text" value="VW Van Centre Hatfield, Comet Way"/>				
	<input type="text"/>	Telephone number:	<input type="text"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="Hatfield"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="AL10 9TF"/>		<input type="text"/>		
Are you an agent acting on behalf of the applicant?		<input checked="" type="radio"/> Yes	<input type="radio"/> No		

### 2. Agent Name, Address and Contact Details

Title:	<input type="text" value="Mr"/>	First Name:	<input type="text" value="Tom"/>	Surname:	<input type="text" value="O'Sullivan"/>
Company name:	<input type="text" value="Clovemead Ltd"/>				
Street address:	<input type="text" value="Unit 3 Shell Green"/>				
	<input type="text" value="Bennetts Lane"/>	Telephone number:	<input type="text" value="01925242301"/>		
	<input type="text"/>	Mobile number:	<input type="text"/>		
Town/City:	<input type="text" value="WIDNES"/>	Fax number:	<input type="text"/>		
Country:	<input type="text"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="WA8 0GW"/>		<input type="text" value="tom.osullivan@clovemead.co.uk"/>		

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

Description:

House:  Suffix:

House name:

Street address:

Town/City:

Postcode:

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:

Northing:

### 4. Pre-application Advice

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

Yes  No

### 5. Neighbour and Community Consultation

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

Yes  No

### 6. Authority Employee/Member

With respect to the Authority, I am:

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

Do any of these statements apply to you?

Yes  No

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

Please describe the proposed advertisement(s):

How many of the following type of advertisements are you applying for?

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

Please describe:

### 8. Location of Advertisement(s)

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

Yes  No

If Yes, please provide details:

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

Yes  No  Not Applicable

### 8. Location of Advertisement(s)

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Please see Clovemead Planning Pack

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

Yes  No

### 9. Advertisement(s) Period

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

From: 24/02/2017

To: 24/02/2027

### 10. Interest in the Land

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

Yes  No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.80 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.00 m

What are the dimensions of the proposed advertisement?

Height: 0.80 x

Width: 9.60 x

Depth: 0.25 metres

What materials will the sign be made of?

Sign C - acrylic plate on galvanized rear sub frame

What is the maximum height of any of the individual letters and symbols (in centimetres)?

40 cm

The colour of text and background:

white background with black text

Will the sign be illuminated?

Yes  No

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels:

260.00 cd/m

Will the illumination be static or intermittent?

Static  Intermittent

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

2.62 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.00 m

What are the dimensions of the proposed advertisement?

Height: 0.80 x

Width: 4.00 x

Depth: 0.25 metres

What materials will the sign be made of?

Sign D - acrylic plate on galvanized rear sub frame

What is the maximum height of any of the individual letters and symbols (in centimetres)?

40 cm

The colour of text and background:

white background with black text

Will the sign be illuminated?

Yes  No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent?  Static  Intermittent

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Signs E & F- aluminum coated panel on galvanized frame

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

silver background, with blue logo and black text

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent?  Static  Intermittent

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Sign G - internal welcome wall - Acrylic letters only supplied by Clovemead.

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

blue background (supplied by others) with white letters

Will the sign be illuminated?  Yes  No

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Sign A - Aluminium coated panel on galvanized steel frame

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

The colour of text and background:

grey background, with blue logo and black text

Will the sign be illuminated?

Yes  No

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels:

300.00 cd/m

Will the illumination be static or intermittent?

Static  Intermittent

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.00 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.00 m

What are the dimensions of the proposed advertisement?

Height: 4.00 x Width: 4.40 x Depth: 0.56 metres

What materials will the sign be made of?

Sign B - Aluminium composite panels with acrylic logo

What is the maximum height of any of the individual letters and symbols (in centimetres)?

96 cm

The colour of text and background:

white background, with blue logo and black text

Will the sign be illuminated?

Yes  No

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels:

300.00 cd/m

Will the illumination be static or intermittent?

Static  Intermittent

### 12. 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? (Please select only one)

The agent  The applicant  Other person

### 13. 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

17/02/2017