

# 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) (England) Regulations 2007 (as amended)

### 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.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

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

Existing Clark's retailer

## Applicant Details

### Name/Company

Title

Mr

First name

Andy

Surname

Brook

Company Name

C&J Clark International Limited

### Address

Address line 1

40 High Street

Address line 2

Address line 3

Town/City

Somerset

Country

Postcode

BA16 0EQ

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Existing Clarks store to be re-branded with the new brand colour and logo. 1 no Internally illuminated logo and shop front to be painted black with a white soffit above the entrance.

Please specify the type(s) and details of each proposed advertisement

**Advertisement Type:**

Fascia Sign

**Height:**

1 metres

**Width:**

3 metres

**Depth:**

0.07 metres

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

2.4 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.07 metres

**What is the maximum height of any of the individual letters and symbols?:**

0.46 centimetres

**What materials will the advertisement be made of?:**

Aluminium panels with acrylic logo

**The colour of text and background:**

White logo on black background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

224 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

## 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

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)

Scheme 28908

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

- Yes  
 No

## Advertisement(s) Period

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

From Date

16/05/2022

To Date

16/05/2027

## Neighbour and Community Consultation

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

- Yes  
 No

## 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

## Pre-application Advice

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

Yes

No

## Interest In the Land

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

Yes

No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

Yes

No

## 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

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

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?

Yes

No

## Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Hannah Knowles

Date

22/03/2022