

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

Applicant Details

Name/Company

Title

Ms

First name

L

Surname

Wilsher

Company Name

H R Owen

Address

Address line 1

H R Owen Mosquito Way

Address line 2

Address line 3

Hertfordshire

Town/City

Hatfield

Country

Postcode

AL10 9WN

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

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

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Building mounted manufacturer signage to facade of East and West Buildings together with site wide totem wayfinding signage. Please refer to drawings for locations and arrangements. Details of each proposed advertisement, as follows:

East Building

- e1 - Bentley logo panel (1.7 x 2.99m) + Lamborghini logo panel (1.7 x 2.99m) affixed to cladding
- e2 - Bentley logo panel (1.7 x 2.99m) + Lamborghini logo panel (1.7 x 2.99m) affixed to cladding
- e3 - Maserati sign - badge (1.2 x 0.85m) and lettering (0.38 x 4.15m) affixed to brickwork
- e4 - 2 x Maserati logo badge (1.2 x 0.85m) affixed to brickwork
- e5 - HR Owen lettering (0.35 x 3.0m) affixed to brickwork
- e6 - HR Owen lettering (0.29 x 2.5m) affixed to brickwork
- e7 - Service lettering (0.6 x 3.5m) and stop-go matrix signs (0.6 x 0.6m) affixed to render
- e8 - Black vertical fascia (7.9 x 1.57m) with 5 x manufacturer service signage clips mounted vertically (1.1 x 1.2m)

West Building

- w1 - Ferrari lettering (1.33 x 7.5m) affixed to cladding
- w2 - 2 x Ferrari logo (2.0 x 1.54m) affixed to cladding
- w3 - HR Owen lettering (0.51 x 4.67m) affixed to cladding
- w4 - Service lettering (0.31 x 2.74m) and stop-go matrix signs (0.6 x 0.6m) affixed to cladding

Totem Signs (Directional / Wayfinding)

- 1 - (3.5 x 0.6m) pylon sign
- 2 - 3 x (1.5 x 2.0m) monoliths (site locations 2, 3 and 4)
- 5 - (1.4 x 0.85m) monolith

Handover Bay Screens

- s1 - 2 x LED screens (2.14 x 3.88m) to display digital signage (moving logos, varying imagery)

Advertisement Type:

Fascia Sign

Height:

1.7 metres

Width:

2.99 metres

Depth:

0.1 metres

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

6.48 metres

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

0.1 metres

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

0.75 centimetres

What materials will the advertisement be made of?:

Logo panel installed to spine wall Vacuum formed acrylic, internally metalised

The colour of text and background:

Thunder grey background Chrome and black Bentley lettering & logo

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.7 metres

Width:

2.99 metres

Depth:

0.1 metres

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

6.48 metres

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

0.1 metres

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

1.35 centimetres

What materials will the advertisement be made of?:

Logo panel installed to spine wall; Vacuum formed acrylic, internally metalised.

The colour of text and background:

Black background; Yellow Lamborghini Crest; White Lamborghini lettering.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.2 metres

Width:

5.2 metres

Depth:

0.14 metres

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

6 metres

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

0.14 metres

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

1.2 centimetres

What materials will the advertisement be made of?:

Stainless steel with chrome finish

The colour of text and background:

Chrome text and logo

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.2 metres

Width:

0.85 metres

Depth:

0.14 metres

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

3.65 metres

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

0.14 metres

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

1.2 centimetres

What materials will the advertisement be made of?:

Stainless steel with chrome finish

The colour of text and background:

Chrome logo

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.35 metres

Width:

3 metres

Depth:

0.065 metres

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

5.22 metres

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

0.065 metres

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

0.35 centimetres

What materials will the advertisement be made of?:

Power coated steel (white) mounted on 20mm standoff pins

The colour of text and background:

White lettering

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.29 metres

Width:

2.5 metres

Depth:

0.065 metres

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

2.25 metres

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

0.065 metres

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

0.29 centimetres

What materials will the advertisement be made of?:

Power coated steel (white) mounted on 20mm standoff pins

The colour of text and background:

White lettering

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

3.5 metres

Depth:

0.065 metres

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

3.03 metres

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

0.065 metres

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

0.6 centimetres

What materials will the advertisement be made of?:

Power coated steel (black) mounted on 20mm standoff pins; Matrix signs black metal with dot matrix (green arrow = Go; red cross = stop)

The colour of text and background:

Black lettering

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

7.9 metres

Width:

1.57 metres

Depth:

0.1 metres

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

1.3 metres

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

0.1 metres

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

0.8 centimetres

What materials will the advertisement be made of?:

Black composite fascia panel; Vacuum formed acrylic service clips.

The colour of text and background:

Black background; Manufacturers colours to service clips: Bentley - Thunder grey background, chrome and black logo and lettering Bugatti - Grey background, red logo and white lettering Lamborghini - White background, yellow logo and black lettering Maserati - Grey background, white logo, red lettering Rolls-Royce - Purple background, rose-gold crest and lettering

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.33 metres

Width:

7.5 metres

Depth:

0.065 metres

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

10.45 metres

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

0.065 metres

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

1.33 centimetres

What materials will the advertisement be made of?:

Stainless steel with chrome finish

The colour of text and background:

Chrome

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.51 metres

Width:

4.67 metres

Depth:

0.065 metres

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

10.9 metres

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

0.065 metres

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

0.51 centimetres

What materials will the advertisement be made of?:

Stainless steel with chrome finish

The colour of text and background:

Chrome lettering

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.45 metres

Width:

2 metres

Depth:

0.08 metres

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

10.1 metres

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

0.08 metres

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

2 centimetres

What materials will the advertisement be made of?:

Acrylic with chrome effect finish

The colour of text and background:

Chrome

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.31 metres

Width:

2.74 metres

Depth:

0.065 metres

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

4.2 metres

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

0.065 metres

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

0.31 centimetres

What materials will the advertisement be made of?:

Power coated steel (red); Matrix signs black metal with dot matrix (green arrow = Go; red cross = stop)

The colour of text and background:

Red lettering

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

3.5 metres

Width:

0.6 metres

Depth:

0.22 metres

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

0 metres

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

0 metres

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

0.2 centimetres

What materials will the advertisement be made of?:

Powder coated aluminium

The colour of text and background:

Black background, white lettering

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.5 metres

Width:

2 metres

Depth:

0.22 metres

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

0 metres

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

0 metres

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

0.2 centimetres

What materials will the advertisement be made of?:

Powder coated aluminium

The colour of text and background:

Black background with white lettering

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.4 metres

Width:

0.85 metres

Depth:

0.22 metres

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

0 metres

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

0 metres

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

0.2 centimetres

What materials will the advertisement be made of?:

Powder coated aluminium

The colour of text and background:

Black background, white lettering, red and white stop logo

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.14 metres

Width:

3.8 metres

Depth:

0.1 metres

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

4.55 metres

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

0.1 metres

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

2 centimetres

What materials will the advertisement be made of?:

LED screen

The colour of text and background:

Varies due to nature of digital signage; black when nothing being displayed

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Intermittent

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

'Other types' of advertising:

Totem signage providing way-finding into and around the site; refer to drawings for more information.

LED digital screens to display signage

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

Advertisement(s) Period

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

From Date

01/12/2022

To Date

01/12/2032

Neighbour and Community Consultation

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

Yes

No

Site Visit

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

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

F Sheppard

Date

14/09/2022