Development Management

Welwyn Hatfield Borough Council

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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 recommendation	s based on the answers given in the questions.
If you cannot provide a postcode, the description help locate the site - for example "field to the Nor	of site location must be completed. Please provide the most accurate site description you can, to the Post Office".
Number	
Suffix	
Property Name	
H R Owen	
Address Line 1	
Mosquito Way	
Address Line 2	
Address Line 3	
Hertfordshire	
Town/city	
Hatfield	
Postcode	
AL10 9WN	
Description of site location must	be completed if postcode is not known:
Easting (x)	Northing (y)
521384	209114
Description	

Planning Portal Reference: PP-11527113

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?
Contact Details
Primary number
***** REDACTED *****
Secondary number

Fax number	
Email address	
***** REDACTED ******	
Agent Details	
Name/Company	
Title	
Ms	
First name	
F	
Surname	
Sheppard	
Company Name	
Louis de Soissons Ltd	
Address	
Address line 1	
Shoot Lodge	
Address line 2	
Lawrence End Road	
Address line 3	
Wandon Green	
Town/City	
Hertfordshire	
Country	
United Kingdom	
Postcode	
LU2 8PH	
Contact Details	
Primary number	
***** REDACTED *****	
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?: $0.1 \ \text{metres}$	
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/m ²	
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?:	
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:	

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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/m ²	
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 Illumination be static or Intermittent?: Islate Isl	Will the advertisement be illuminated internally or externally?: Internally	
Advortisement Type: ascia Sign felight: ascia Sign felight: ascia Sign felight: but as the height from the ground to the base of the advertisement?: 22 metres What is the height from the ground to the base of the advertisement?: 23 metres What is the maximum projection of the advertisement from the face of the building?: but is the maximum height of any of the individual letters and symbols?: 33 centimetres What is the maximum height of any of the individual letters and symbols?: 40 metres What is the maximum height of any of the individual letters and symbols?: 40 metres What materials will the advertisement be made of?: 40 metres What materials will the advertisement be made of?: 40 metres What the advertisement be illuminated?: 40 metres What the advertisement be illuminated internally or externally?: 40 metres What the distinct of the advertisement?: 40 metres What is the height from the ground to the base of the advertisement?: 40 metres What is the height from the ground to the base of the advertisement?: 42 metres What is the height from the ground to the base of the advertisement?: 43 metres What is the maximum projection of the advertisement from the face of the building?: 45 metres What is the maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 45 metres What maximum height of any of the individual letters and symbols?: 46 metres What maximum height of any of the individual letters and symbols?: 47 metres What maximum height of any of the	Illuminance levels: 600 cd/m ²	
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What is the maximum projection of the advertisement from the face of the building?: 1.055 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?: 2.50 vener coated steel (white) mounted on 20mm standoff pins The colour of text and background: White lettering Will the advertisement be illuminated?: (es Will the advertisement be illuminated internally or externally?: Internally Will the illumination be static or intermittent?: Static Advertisement Type: ascia Sign Beight: 1.25 metres What is the helpft from the ground to the base of the advertisement?: 2.25 metres What is the helpft 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?: 1.055 metres What is the maximum height of any of the individual letters and symbols?: What is the maximum height of any of the individual letters and symbols?: What materials will the advertisement be made of?: 20ver coated steel (white) mounted on 20mm standoff pins The colour of text and background:	Depth: 0.065 metres	
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Will the advertisement be illuminated?: fee Will the advertisement be illuminated internally or externally?: Internally Illuminance levels: 500 cd/m² Will the illumination be static or intermittent?: Static Advertisement Type: Fascia Sign Height: 1.29 metres Width: 1.5 metres Negth: 1.065 metres What is the height from the ground to the base of the advertisement?: 1.25 metres What is the maximum projection of the advertisement from the face of the building?: 1.065 metres What is the maximum height of any of the individual letters and symbols?: 1.29 centimetres What is the maximum height of any of the individual letters and symbols?: 1.29 centimetres What materials will the advertisement be made of?: Power coated steel (white) mounted on 20mm standoff pins The colour of text and background:	What materials will the advertisement be made of?: Power coated steel (white) mounted on 20mm standoff pins	
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Height: 1.29 metres Width: 2.5 metres Depth: 1.065 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?: 1.065 metres What is the maximum projection of the advertisement from the face of the building?: 1.065 metres What is the maximum height of any of the individual letters and symbols?: 1.29 centimetres What materials will the advertisement be made of?: Dower coated steel (white) mounted on 20mm standoff pins The colour of text and background:	Will the illumination be static or intermittent?: Static	
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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:	Width: 2.5 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:	Depth: 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:	What is the height from the ground to the base of the advertisement?: 2.25 metres	
O.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:	What is the maximum projection of the advertisement from the face of the building?: 0.065 metres	
Power coated steel (white) mounted on 20mm standoff pins The colour of text and background:	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/m ²
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/m ²
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?:

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/m ²
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/m ²
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?:

Black composite fascia panel; Vacuum formed acrylic service clips.

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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/m ²
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/m ²
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 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/m ²
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/m ²
Will the illumination be static or intermittent?: Static
Advertisement Type:
Other type
Height: 1.5 metres
Width: 2 metres
Planning Portal Reference: PP-11527113

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

4.2 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:	

Depth: 0.22 metres

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/m ²	
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?	
○ Yes② 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	
	_
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?	
O Yes	
⊗ No	
	=
Sita 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.

Signed			
F Sheppard			
Date			
14/09/2022			