

Development Management

Welwyn Hatfield Borough Council

The Campus, Welwyn Garden City, Herts AL8 6AE

T: 01707 357000 F: 01707 357255 E: planning@welhat.gov.uk www.welhat.gov.uk



**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

Mr

First name

Sean

Surname

Fenton

Company Name

Conilon Ltd

Address

Address line 1

81 Southwark Street

Address line 2

Waterside

Address line 3

Town/City

London

County

London

Country

UK

Postcode

SE1 0HX

Are you an agent acting on behalf of the applicant?

Yes

No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mr

First name

Jonathan

Surname

Orchard

Company Name

The Fruitful Design Consultancy Ltd

Address

Address line 1

Unit 7, Chiltern House

Address line 2

Waterside

Address line 3

Town/City

CESHAM

County

Bucks

Country

United Kingdom

Postcode

HP5 1PS

Contact Details

Primary number

**** REDACTED ****

Secondary number

**** REDACTED ****

Fax number

Email address

**** REDACTED ****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Advertisement consent for 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.

Advertisement Type:

Fascia Sign

Height:

0.75 metres

Width:

6.53 metres

Depth:

0.1 metres

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

3.04 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?:

58 centimetres

What materials will the advertisement be made of?:

Stainless steel outer frame finished in black lacquer. Inset mill timbers to face, fret cut and backed in opal acrylic. Internal illumination by way of cool white LED.

The colour of text and background:

White over brown

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.6 metres

Width:

0.1 metres

Depth:

0.6 metres

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

3.07 metres

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

0.75 metres

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

24.3 centimetres

What materials will the advertisement be made of?:

Stainless steel frame, bracket, face and rims finished in black lacquer. Opal acrylic backing to laser cut face. Internal illumination by way of cool white LED

The colour of text and background:

White over black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

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

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

01/07/2024

To Date

30/06/2029

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 the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Jonathan Orchard

Date

11/06/2024

