

# 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 Advertisements) (England) 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. Site Address

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

### 2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

## 2. Applicant Details

Country	<input type="text" value="United Kingdom"/>
Postcode	<input type="text" value="OX2 0QS"/>
Are you an agent acting on behalf of the applicant?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

## 3. Agent Details

Title	<input type="text" value="Miss"/>
First name	<input type="text" value="KATIE"/>
Surname	<input type="text" value="WALTON"/>
Company name	<input type="text" value="CRM Students"/>
Address line 1	<input type="text" value="5 Wallbrook Court, Hanbrough House"/>
Address line 2	<input type="text" value="North Hinksey Lane"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Oxford"/>
Country	<input type="text"/>
Postcode	<input type="text" value="OX2 0QS"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text"/>

## 4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement of current 'Fusion' branded building signage into the new brand artwork  
Luna Exterior Signage (Back lit halo lighting)  
Material: Brushed Stainless Steel (Colour Coated)  
Fixings: 20mm Stand offs from wall

Please select the type(s) of advertising you are proposing:

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

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1

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

What is the height from the ground to the base of the advertisement?	6.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 1.8 x Width: 2.03 x Depth: 0.08 metre(s)
What materials will the sign be made of?	Aluminium
What is the maximum height of any of the individual letters and symbols?	43 cm
The colour of text and background	White text, blue background
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	850.249 cd/m2
Will the illumination be static or intermittent?	Static

Projecting or hanging sign(s): 2	
What is the height from the ground to the base of the advertisement?	6.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 1.8 x Width: 2.03 x Depth: 0.08 metre(s)
What materials will the sign be made of?	Aluminium
What is the maximum height of any of the individual letters and symbols?	43 cm
The colour of text and background	White text, blue background
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	850.249 cd/m2
Will the illumination be static or intermittent?	Static

#### 5. 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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

File names 'FUSION STUDENTS (1)' and 'FUSION STUDENTS (2)' shows current signage in place

Will the proposed advertisement(s) project over a footpath or other public highway?  Yes  No

## 6. Advertisement(s) Period

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

From	<input type="text" value="01/11/2021"/>
To	<input type="text" value="01/11/2026"/>

## 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?  Yes  No

## 8. 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

If Other has been selected, please provide contact details:

Contact name:

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text"/>
Telephone number	<input type="text"/>
Email address	<input type="text"/>

## 9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?  Yes  No

## 10. 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

## 11. 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.  Yes  No

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?

## 12. 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 (cannot be pre-application)

22/10/2021