

# 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](mailto:planning@welhat.gov.uk) [www.welhat.gov.uk](http://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

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

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)

**Advertisement Type:**

Fascia Sign

**Height:**

0.383 metres

**Width:**

1.484 metres

**Depth:**

0.034 metres

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

3.155 metres

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

0.034 metres

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

38 centimetres

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

Please refer to section A:A through text detail on drawing no: 596536-2

**The colour of text and background:**

Please refer to section A:A through text detail on drawing no: 596536-2

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

500 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.383 metres

**Width:**

1.484 metres

**Depth:**

0.034 metres

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

3.495 metres

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

0.034 metres

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

38 centimetres

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

Please refer to section A:A through text detail on drawing no: 596536-2

**The colour of text and background:**

Please refer to section A:A through text detail on drawing no: 596536-2

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

500 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.519 metres

**Width:**

0.85 metres

**Depth:**

0.08 metres

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

3121 metres

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

0.912 metres

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

10 centimetres

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

Please refer to projection sign detail on drawing no: 596536-2.

**The colour of text and background:**

Please refer to projection sign detail on drawing no: 596536-2.

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

200 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.519 metres

**Width:**

0.85 metres

**Depth:**

0.08 metres

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

3.712 metres

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

0.912 metres

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

10 centimetres

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

Please refer to projection sign detail on drawing no: 596536-2.

**The colour of text and background:**

Please refer to projection sign detail on drawing no: 596536-2.

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**200 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)

Please refer to existing signage detail on drawing no: 596536-1 and proposed signage detail on drawing no: 596536-2 &amp; 3.

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

05/04/2022

To Date

05/04/2027

**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

Natalie Long

Date

06/04/2022