

# Development Management

Welwyn Hatfield Borough Council

The Campus, Welwyn Garden City, Herts AL8 6AE

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**WELWYN  
HATFIELD**

## Application for consent to display an advertisement(s). Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details

Title:	<input type="text"/>	First Name:	<input type="text"/>	Surname:	<input type="text" value="Property Management"/>
Company name:	<input type="text" value="Travis Perkins Ltd."/>				
Street address:	<input type="text" value="Rye Hill House"/>				
	<input type="text" value="Rye Hill Close"/>				
	<input type="text" value="Lodge Farm Ind. Estate"/>				
Town/City:	<input type="text" value="Northampton"/>				
Country:	<input type="text"/>				
Postcode:	<input type="text" value="NN5 7UA"/>				
	Telephone number: <input type="text"/>				
	Mobile number: <input type="text"/>				
	Fax number: <input type="text"/>				
	Email address: <input type="text"/>				
Are you an agent acting on behalf of the applicant?					
<input checked="" type="radio"/> Yes <input type="radio"/> No					

### 2. Agent Name, Address and Contact Details

Title:	<input type="text" value="Ms"/>	First Name:	<input type="text" value="TRACY"/>	Surname:	<input type="text" value="BARWICK"/>
Company name:	<input type="text" value="spencer signs ltd"/>				
Street address:	<input type="text" value="1 70 Scarborough street"/>				
	<input type="text"/>				
	Telephone number: <input type="text" value="01482325797"/>				
	Mobile number: <input type="text"/>				
Town/City:	<input type="text" value="Hull"/>				
Country:	<input type="text" value="United Kingdom"/>				
Postcode:	<input type="text" value="HU3 4TG"/>				
	Fax number: <input type="text"/>				
	Email address: <input type="text" value="tracybarwick@spencersigns.co.uk"/>				

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

House:  Suffix:

House name:

Street address:

Town/City:

Postcode:

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:

Northing:

Description:

Unit 4 - For Wickes in the new development

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

Yes  No

### 5. Neighbour and Community Consultation

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

Yes  No

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

Yes  No

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

Please describe the proposed advertisement(s):

3 no. Wickes part illuminated building signs  
6 no. sets of product letters  
1 no. welcome sign  
1 no. directional post sign  
1 no. set of 2 poster frames

How many of the following type of advertisements are you applying for?

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

Please describe:

1 no. directional post sign  
1 no. welcome sign  
1 no. set of 2 poster frames

### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

Yes  No

## 8. Location of Advertisement(s)

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

## 9. Advertisement(s) Period

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

From:

To:

## 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 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Sign 1- Folded aluminium tray fixed on angles and spaced off cladding by 5-10mm, complete with internal top hat sections. Aluminium tray has face fixed 50x50mmgalvanised mesh to1no of U-channel borders with opal acrylic faces fixed to aluminium tray. Letters are built up 5mm opal acrylic and face fixed to aluminium tray. Letter returns are clad with 1.2mm galvanised steel with 100mm returns Illumination Detail: LEDs to face illuminate opal border and 'Wickes' letter detail only.

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent?  Static  Intermittent

## 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Sign 3 - Folded aluminium tray fixed on angles and spaced off cladding by 5-10mm, complete with internal top hat sections. Aluminium tray has face fixed 50x50mmgalvanised mesh to1no of U-channel borders with opal acrylic faces fixed to aluminium tray. Letters are built up 5mm opal acrylic and face fixed to aluminium tray. Letter returns are clad with 1.2mm galvanised steel with 100mm returns Illumination Detail: LEDs to face illuminate opal border and 'Wickes' letter detail only

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

The colour of text and background:

RAL 5002/RAL 5008/WHITE

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent?  Static  Intermittent

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

SIGN 5 - Folded aluminium tray fixed on angles and spaced off cladding by 5-10mm, complete with internal top hat sections. Aluminium tray has face fixed 50x50mmgalvanised mesh to1no of U-channel borders with opal acrylic faces fixed to aluminium tray. Letters are built up 5mm opal acrylic and face fixed to aluminium tray. Letter returns are clad with 1.2mm galvanised steel with 100mm returns Illumination Detail: LEDs to face illuminate opal border and 'Wickes' letter detail only

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

RAL 5002/RAL 5008/WHITE

Will the sign be illuminated?  Yes  No

Will the sign be illuminated internally or externally?  Internally  Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent?  Static  Intermittent

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

Sign 2(a) 3mm flat aluminium product letters Kitchens etc. mounted to locators/pins

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

WHITE

Will the sign be illuminated?  Yes  No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

Will the sign be illuminated?  Yes  No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

Will the sign be illuminated?  Yes  No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

What is the maximum height of any of the individual letters and symbols (in centimetres)?  cm

The colour of text and background:

Will the sign be illuminated?  Yes  No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?  m

What is the maximum projection of the advertisement from face of building (in metres)?  m

What are the dimensions of the proposed advertisement? Height:  x Width:  x Depth:  metres

What materials will the sign be made of?

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the maximum height of any of the individual letters and symbols (in centimetres)?

46 cm

The colour of text and background:

Ral 5008

Will the sign be illuminated?

Yes  No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

5.56 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.03 m

What are the dimensions of the proposed advertisement?

Height: 1.25 x Width: 4.50 x Depth: 0.03 metres

What materials will the sign be made of?

Sign 6(b) 3mm flat aluminium product letters Building etc. mounted to locators/pins

What is the maximum height of any of the individual letters and symbols (in centimetres)?

46 cm

The colour of text and background:

White

Will the sign be illuminated?

Yes  No

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

2.16 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.03 m

What are the dimensions of the proposed advertisement?

Height: 0.50 x Width: 2.05 x Depth: 0.30 metres

What materials will the sign be made of?

Welcome Sign - Folded aluminium tray powder coated Ral 5008 with applied vinyl details

What is the maximum height of any of the individual letters and symbols (in centimetres)?

21 cm

The colour of text and background:

white/ral 5008

Will the sign be illuminated?

Yes  No

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.90 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.05 m

What are the dimensions of the proposed advertisement?

Height: 1.76 x Width: 1.25 x Depth: 0.05 metres

What materials will the sign be made of?

2 no. aluminium extrusion poster frames

What is the maximum height of any of the individual letters and symbols (in centimetres)?

cm

The colour of text and background:

satin anodised aluminium

Will the sign be illuminated?

Yes  No

### 11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

m

What is the maximum projection of the advertisement from face of building (in metres)?

m

What are the dimensions of the proposed advertisement?

Height:  x

Width:  x

Depth:  metres

What materials will the sign be made of?

What is the maximum height of any of the individual letters and symbols (in centimetres)?

cm

The colour of text and background:

Will the sign be illuminated?

Yes  No

### 12. 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? (Please select only one)

The agent  The applicant  Other person

### 13. 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