

# Development Management

Welwyn Hatfield Borough Council

The Campus, Welwyn Garden City, Herts AL8 6AE

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**WELWYN  
HATFIELD**

## Application for Planning Permission and consent to display advertisement(s). Town and Country Planning Act 1990 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" value="Mr"/>	First Name:	<input type="text" value="Matthew"/>	Surname:	<input type="text" value="Lilley"/>
Company name:	<input type="text" value="Jones John Lasalle Ltd"/>				
Street address:	<input type="text" value="30 Warwick St,"/> <input type="text"/>				
Town/City:	<input type="text" value="London"/>	Telephone number:	<input type="text"/>		
Country:	<input type="text"/>	Mobile number:	<input type="text"/>		
Postcode:	<input type="text" value="W1b 5NH"/>	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="Mr"/>	First Name:	<input type="text" value="David"/>	Surname:	<input type="text" value="Samuel"/>
Company name:	<input type="text" value="Three Sixty Group Ltd"/>				
Street address:	<input type="text" value="Unit 3, Victoria Road Trading Est"/> <input type="text" value="Victoria Road"/>				
Town/City:	<input type="text" value="Portslade by Sea"/>	Telephone number:	<input type="text" value="01273423708"/>		
Country:	<input type="text"/>	Mobile number:	<input type="text"/>		
Postcode:	<input type="text" value="BN41 1XQ"/>	Fax number:	<input type="text"/>		
		Email address:	<input type="text" value="david.samuel@threesixtygroup.co.uk"/>		

### 3. Description of the Proposal

Please describe the proposed development including any change of use:

Bessemer Park is a new trade estate currently under construction fronted by Bridge & Bessemer Road in Welwyn Garden City. Advertisement consent is sought for 3 internally illuminated flexface lightboxes fascia monolith signs to show 'tenants' present within the estate. Two signs to be set together at right angles on the corner of Bridge and Bessemer Road to replace the current metal post and rail composite marketing V-boards within the estates boundary. The second proposed location is approx 100m NNE of this (within the estate) off Bessemer Road at the estate entrance.

The above-mentioned proposed signage is described in further detail as follows:

- - Two new - internally illuminated 'BESSEMER PARK' estate signs (showing tenants present on the estate), consisting of flexface lightboxes fascia signs, set at 90 degrees to each other viewed from Bridge Road and Bessemer Road. They would be internally static illuminated with a maximum luminance level of 475 cd/m and would have a height of 5000mm and a width of 1830mm each. They would be sited at ground level in place of the current

### 3. Description of the Proposal

wooden framed marketing V-board. The signs would be made of aluminium carcass with printed blue and silver PVC face and the illuminated panels will be of white background with the tenant's logo's affixed.

- - One new - internally illuminated 'BESSEMER PARK' estate sign (showing tenants present on the estate), consisting of flexface lightboxes fascia signs, set to be viewed from Bessemer Road at the estates entrance. It would be internally static illuminated with a maximum luminance level of 475 cd/m and would have a height of 5000mm and a width of 1830m. It would be sited at ground level. The sign would be made of aluminium carcass with printed blue and silver PVC face and the illuminated panels will be of white background with the tenant's logo's affixed.

Has the building, work or change of use already started?  Yes  No

### 4. 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:

New trading estate (Grid Ref TL 243130)  
Address (near) 15 Bessemer Road, Welwyn Garden City, AL& 1HU,  
Full Grid Ref 24302 13056  
Estate fronted by Bessemer Road & Bridge Road.

### 5. Pre-application Advice

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

### 6. Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicle access proposed to or from the public highway?  Yes  No

Is a new or altered pedestrian access proposed to or from the public highway?  Yes  No

Are there any new public roads to be provided within the site?  Yes  No

Are there any new public rights of way to be provided within or adjacent to the site?  Yes  No

Do the proposals require any diversions/extinguishments and/or creation of rights of way?  Yes  No

### 7. Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste?  Yes  No

Have arrangements been made for the separate storage and collection of recyclable waste?  Yes  No

## 8. 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

## 9. Materials

Please state what materials (including type, colour and name) are to be used externally (if applicable):

### Boundary Treatments - description:

Description of *existing* materials and finishes:

wooden & composite aluminium panel sign

Description of *proposed* materials and finishes:

Flexface lightboxes fascia signs, internally static illuminated and made of aluminium carcass with printed blue and silver PVC face.

Are you supplying additional information on submitted plan(s)/drawing(s)/design and access statement?

Yes  No

## 10. Vehicle Parking

No Vehicle Parking details were submitted for this application

## 11. Foul Sewage

Please state how foul sewage is to be disposed of:

Mains sewer	<input type="checkbox"/>	Package treatment plant	<input type="checkbox"/>	Unknown	<input checked="" type="checkbox"/>
Septic tank	<input type="checkbox"/>	Cess pit	<input type="checkbox"/>	Other	<input type="checkbox"/>

Are you proposing to connect to the existing drainage system?

Yes  No  Unknown

## 12. Assessment of Flood Risk

Is the site within an area at risk of flooding? (Refer to the Environment Agency's Flood Map showing flood zones 2 and 3 and consult Environment Agency standing advice and your local planning authority requirements for information as necessary.)

Yes  No

If Yes, you will need to submit an appropriate flood risk assessment to consider the risk to the proposed site.

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?

Yes  No

Will the proposal increase the flood risk elsewhere?

Yes  No

How will surface water be disposed of?

<input type="checkbox"/> Sustainable drainage system	<input type="checkbox"/> Main sewer	<input type="checkbox"/> Pond/lake
<input type="checkbox"/> Soakaway	<input checked="" type="checkbox"/> Existing watercourse	

## 13. Biodiversity and Geological Conservation

To assist in answering the following questions refer to the guidance notes for further information on when there is a reasonable likelihood that any important biodiversity or geological conservation features may be present or nearby and whether they are likely to be affected by your proposals.

Having referred to the guidance notes, is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, OR on land adjacent to or near the application site:

### 13. Biodiversity and Geological Conservation

a) Protected and priority species

- Yes, on the development site
  Yes, on land adjacent to or near the proposed development
  No

b) Designated sites, important habitats or other biodiversity features

- Yes, on the development site
  Yes, on land adjacent to or near the proposed development
  No

c) Features of geological conservation importance

- Yes, on the development site
  Yes, on land adjacent to or near the proposed development
  No

### 14. Existing Use

Please describe the current use of the site:

The site is currently under construction and will be named "Bessemer Park", a new trade park for tenants such as Wickes, Travis Perkins, City Plumbing etc  
 There is currently a V-board (post and rail) used for market purposes in one area which we wish to replace with a permanent estate sign and add another at the estate entrance.

Is the site currently vacant?

- Yes
  No

Does the proposal involve any of the following?

If yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated?

- Yes
  No

Land where contamination is suspected for all or part of the site?

- Yes
  No

A proposed use that would be particularly vulnerable to the presence of contamination?

- Yes
  No

### 15. Trees and Hedges

Are there trees or hedges on the proposed development site?

- Yes
  No

And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character?

- Yes
  No

If Yes to either or both of the above, you may need to provide a full Tree Survey, at the discretion of your local planning authority. If a Tree Survey is required, this and the accompanying plan should be submitted alongside your application. Your local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to design, demolition and construction - Recommendations'.

### 16. Trade Effluent

Does the proposal involve the need to dispose of trade effluents or waste?

- Yes
  No

### 17. Residential Units

Does your proposal include the gain or loss of residential units?

- Yes
  No

#### Market Housing - Proposed

	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					

#### Market Housing - Existing

	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					

## 17. Residential Units

Market Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Unknown					

Proposed Market Housing Total

Social Rented Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Proposed Social Housing Total

Intermediate Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Proposed Intermediate Housing Total

Key Worker Housing - Proposed					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Proposed Key Worker Housing Total

Market Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Unknown					

Existing Market Housing Total

Social Rented Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Existing Social Housing Total

Intermediate Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Existing Intermediate Housing Total

Key Worker Housing - Existing					
	Number of bedrooms				
	1	2	3	4+	Unknown
Bedsits/Studios					
Cluster Flats					
Flats/Maisonettes					
Houses					
Live-Work Units					
Sheltered Housing					
Unknown					

Existing Key Worker Housing Total

## 18. All Types of Development: Non-residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace?

Yes  No

## 19. Employment

No Employment details were submitted for this application

## 20. Hours of Opening

No Hours of Opening details were submitted for this application

## 21. Site Area

What is the site area?

4.00

sq.metres

## 22. Industrial or Commercial Processes and Machinery

Please describe the activities and processes which would be carried out on the site and the end products including plant, ventilation or air conditioning. Please include the type of machinery which may be installed on site:

N/A

Is the proposal for a waste management development?

Yes  No

If this is a landfill application you will need to provide further information before your application can be determined. Your waste planning authority should make clear what information it requires on its website.

## 23. Hazardous Substances

Is any hazardous waste involved in the proposal?

Yes  No

### A. Toxic substances

Amount held on site

Tonne(s)

### B. Highly reactive/explosive substances

Amount held on site

Tonne(s)

### C. Flammable substances (unless specifically named in parts A and B)

Amount held on site

Tonne(s)

## 24. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Two new - internally illuminated 'BESSEMER PARK' estate signs (showing tenants present on the estate), consisting of flexface lightboxes fascia signs, set at 90 degrees to each other viewed from Bridge Road and Bessemer Road. They would be internally static illuminated with a maximum luminance level of 475 cd/m and would have a height of 5000mm and a width of 1830m each. They would be sited at ground level in place of the current wooden framed marketing V-board. The signs would be made of aluminium carcass with printed blue and silver PVC face and the illuminated panels will be of white background with the tenant's logo's affixed.

- - One new - internally illuminated 'BESSEMER PARK' estate sign (showing tenants present on the estate), consisting of flexface lightboxes fascia signs, set to be viewed from Bessemer Road at the estates entrance. It would be internally static illuminated with a maximum luminance level of 475 cd/m and would have a height of 5000mm and a width of 1830m. It would be sited at ground level. The sign would be made of aluminium carcass with printed blue and silver PVC face and the illuminated panels will be of white background with the tenant's logo's affixed.

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:

Monolith (Totem)

## 25. 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

## 26. Advertisement(s) Period

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

From:

To:

## 27. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

Yes  No

## 28 (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

Will the sign be illuminated internally or externally?

Internally  Externally

Illuminance Levels:

cd/m

Will the illumination be static or intermittent?

Static  Intermittent

## 29. 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

## 30. Certificates (Certificate A)

### Certificate of Ownership - Certificate A

#### Town and Country Planning (Development Management Procedure) (England) Order 2015 Certificate under Article 14

I certify/The applicant certifies that on the day 21 days before the date of this application nobody except myself/the applicant was the owner (*owner is a person with a freehold interest or leasehold interest with at least 7 years left to run*) of any part of the land to which the application relates, and that none of the land to which the application relates is, or is part of, an agricultural holding ("*agricultural holding*" has the meaning given by reference to the definition of "*agricultural tenant*" in section 65(8) of the Act).

### 30. Certificates (Certificate A)

Title:  First name:  Surname:   
Person role:  Declaration date:   Declaration made

### 31. 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