

# 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" value="Ms"/>	First Name:	<input type="text" value="Karen"/>	Surname:	<input type="text" value="Hemsley"/>
Company name:	<input type="text" value="Optimum Media Marketing Services"/>				
Street address:	<input type="text" value="138 Clock Tower Road"/>				
	<input type="text"/>				
	<input type="text"/>				
Telephone number:	<input type="text"/>				
Mobile number:	<input type="text"/>				
Town/City:	<input type="text" value="Isleworth"/>				
Fax number:	<input type="text"/>				
Country:	<input type="text"/>				
Email address:	<input type="text"/>				
Postcode:	<input type="text" value="TW7 6DU"/>				
Are you an agent acting on behalf of the applicant?					
<input type="radio"/> Yes <input checked="" type="radio"/> No					

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

No Agent details were submitted for this application

### 3. Site Address Details

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

House:	<input type="text" value="1"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="Bessemer Road"/>		
	<input type="text"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="WELWYN GARDEN CITY"/>		
Postcode:	<input type="text" value="AL7 1GF"/>		

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

Easting:	<input type="text" value="524279"/>
Northing:	<input type="text" value="213092"/>

Description:

#### 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

If Yes, please provide details of the name, relationship and role:

Karen Hemsley  
Compliance Manager  
Optimum Media Marketing Services

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

Please describe the proposed advertisement(s):

4 advertising vinyls to be applied to store windows

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:

Self adhesive window vinyls

#### 8. 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

#### 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

### 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