

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"/>
Postcode	<input type="text" value="BS1 1SE"/>
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"/>
First name	<input type="text" value="David"/>
Surname	<input type="text" value="Redfern"/>
Company name	<input type="text" value="Richard Pedlar Architects"/>
Address line 1	<input type="text" value="4 Grove Road"/>
Address line 2	<input type="text" value="Redland"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Bristol"/>
Country	<input type="text"/>
Postcode	<input type="text" value="BS6 6UJ"/>
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)

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 fascia sign

Fascia sign(s): 1

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

3.752 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.115 metre(s)
Dimension:	Height: 0.375 x Width: 6.976 x Depth: 0.115 metre(s)
What materials will the sign be made of? as stated on the application drawings	
What is the maximum height of any of the individual letters and symbols?	38 cm
The colour of text and background as sated on the application drawings	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	3.493 metre(s)
What is the maximum projection of the advertisement from face of building?	1.03 metre(s)
Dimension:	Height: 0.7 x Width: 0.7 x Depth: 0.1 metre(s)
What materials will the sign be made of? paint finished timber	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background as stated on the application drawing	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	1.188 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.7 x Width: 0.56 x Depth: 0.1 metre(s)
What materials will the sign be made of? as stated on the application drawings	
What is the maximum height of any of the individual letters and symbols?	0 cm

4. Type of Proposed Advertisement(s)

The colour of text and background not applicable - menu case only	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	1.365 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1.28 x Width: 2.5 x Depth: 0.1 metre(s)
What materials will the sign be made of? paint finished timber	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background as per the application drawing	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Please describe each of the 'Other type(s)' of advertising proposed

1. brass finished menu case - details as on application drawing
2. Paint finished timber wall sign on Wigmore's North elevation, illuminated from above with 3 traditional swan neck lights

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? Yes No

If yes, please provide details

Signage was not installed exactly as per consent number 6/2019/3218/ADV.
This application seeks approval for the signage as installed.

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

LNG4198.07B Existing and proposed signage

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

18/10/2021

6. Advertisement(s) Period

To

17/10/2026

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

9. Pre-application Advice

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

Yes No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First name

Surname

Reference

Date (Must be pre-application submission)

Details of the pre-application advice received

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)

18/10/2021