

Welwyn Hatfield Borough Council  
Planning Department  
The Campus  
Welwyn Garden City  
AL8 6AE

20<sup>th</sup> March 2023

2023/043

Dear Sir / Madam,

**RE: ERECTION OF THREE ADVERTISEMENT BANNERS  
QUEENSWOOD SCHOOL, SHEPHERDS WAY, BROOKMANS PARK, HATFIELD AL9 6NS**

### **Introduction**

The proposal seeks advertisement consent for three sperate banners, which are to be displayed adjacent to the entrance/exits to the school (as shown on the Location Plan submitted with the application):

- Location 1 – Attached to the fencing adjacent to the main entrance gate stone pillars.
- Location 2 – Attached to the metal railings at the exit to the main car park.
- Location 3 – Attached to the fencing adjacent to the main exit gate stone pillars.

The advertisement banners will be non-illuminated, measure 3000mm x 900m and are printed on white external grade vinyl, hammed and eyeletted.

### **Assessment**

#### Local Amenity

Paragraph 136 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient

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and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

“Amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

All three advertisement banners are modest in height and size. The lettering would not be unduly prominent along the street scene and would be proportionate to the scale of the entrance and exits to the school, as well as existing signage. The signage is made up of small acrylic lettering and the colours are relatively neutral. Therefore, the advertisement banners would not have an adverse impact on the visual amenity and character and appearance of the area.

Given the above, it is concluded that the proposals would preserve the character and appearance of area and would not adversely affect the visual amenity of the surrounding area. As such, the proposal is in accordance with Paragraph 136 of the NPPF.

#### Highway & Pedestrian Safety

The proposed signs would not obstruct the highway, cause distraction to drivers or obstruct the free flow and safety of pedestrian or vehicular traffic. Overall, the advertisements are not considered to result in any adverse impact to public safety and therefore would be in accordance with Local Plan Policies and the provisions of the NPPF.

If you have any questions or require further information, please let me know.

Yours faithfully



James Fitzpatrick BSc (Hons) MSc MRTPI