

**WELWYN HATFIELD BOROUGH COUNCIL
DIRECTORATE OF STRATEGY AND DEVELOPMENT**

DELEGATED APPLICATION

Application No: 6/2016/1496/ADV
Location: Stanborough Beefeater And Travel Inn, Stanborough Road,
 Welwyn Garden City, AL8 6DQ
Proposal: Installation of 5no illuminated fascia signs and 3no non-illuminated
 signs following removal of existing signage
Officer: Mr S Dicocco

Recommendation: Granted

Context	
Site and Application description	<p>The site contains a building in two parts. The part of the building facing Stanborough Road contains The Stanborough Beefeater and is part two storey, part single storey in nature with pitched roofs with gable ends a prominent design feature throughout. The part of the building to the rear seems a more modern addition, three storeys in height with hipped pitched roofs containing a Premier Inn. The proposed advertisement consent concerns the part of the building containing The Stanborough Beefeater only.</p> <p>The proposal involves the installation and display of 3 internally illuminated, 1 externally illuminated and 1 non-illuminated fascia signs on the building, and the erection of and display of 1 internally illuminated and 2 externally illuminated hoarding signs on the plot. All the illuminated signs would have an illuminance level of 300.00cd/m. All of the existing signs on and around the building associated with The Stanborough Beefeater would be removed to make way for the proposed signage.</p> <p>Sign A would replace an existing hoarding sign on the corner of Stanborough Road and the entrance to the site which is shared with the residential entrance to Stanborough Mews and Longcroft Green. The proposed sign would have a greater height then the existing sign, with reduced bulk and be internally illuminated. Sign B is in two parts, both externally illuminated, displayed at 45 degree angles to Stanborough Road, with a total height of 2.35m above the ground.</p> <p>The internally illuminated fascia sign C would replace an existing externally illuminated sign on the main gable end of the building facing north west. Sign D would again replace an existing sign located just below the eaves on the north west facing elevation of the building. Sign E would be externally illuminated and replace an existing externally illuminated sign on the gable end of a storm porch with gable end facing north east. Sign F is a proposed internally illuminated menu box proposed to replace an existing menu box sign. Sign G would be located on the south east facing elevation of the building, at eye level providing directions to the entrance of The Stanborough Beefeater and be non-illuminated.</p> <p>It is material that the proposed signage would involve the removal without replacement of all car park disclaimer hoarding signs, banners, as well as an externally illuminated fascia sign on the secondary gable end elevation facing</p>

	north east.		
Constraints (as defined within WHDP 2005)	The site lies within the specified settlement of Welwyn Garden City as designated by the Welwyn Hatfield District Plan 2005.		
Relevant planning history	<p>Application Number: N6/1998/0932/AD Decision: Granted Decision Date: 11 December 1998</p> <p>Proposal: Various internally and externally illuminated and non-illuminated signs to the front, side and rear elevations of the hotel and restaurant and additional illuminated totem and directional signs within the grounds</p> <p>Application Number: N6/2003/0387/AD Decision: Granted Decision Date: 16 May 2003</p> <p>Proposal: Retention of illuminated pole sign and five illuminated signs on building</p> <p>Application Number: N6/2004/0802/AD Decision: Granted Decision Date: 21 July 2004</p> <p>Proposal: Installation of 3 no. replacement internally illuminated facing signs and 1 no. internally illuminated replacement totem sign</p> <p>Application Number: N6/2006/0580/AD Decision: Granted Decision Date: 30 June 2006</p> <p>Proposal: Erection of externally illuminated fascia sign</p> <p>Application Number: N6/2011/2643/AD Decision: Refused Decision Date: 07 February 2012</p> <p>Proposal: Erection of illuminated totem sign</p> <p>Application Number: N6/2012/0440/AD Decision: Granted Decision Date: 18 April 2012</p> <p>Proposal: Erection of illuminated totem sign</p>		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 10 August 2016 Site Notice Expiry Date: 31 August 2016		
Summary of neighbour responses	None		
Town / Parish representations	N/A		
Consultees and responses	1. Hertfordshire Transport Programmes & Strategy – No objections subject to the inclusion of an Advisory Note 2. Councillor Helen Bromley – No response		

	3. Councillor Fiona Thomson – No response
	4. Councillor Rachel Basch – No response
Relevant Policies	
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 Others NPPF – paragraphs 67, 7 and 12	
Main Issues	
Is the development within a conservation area?	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Would the significance of the designated heritage asset be conserved or enhanced?	
<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A	
Comment (if applicable):	
Would the development respect the visual and aural amenity of the area?	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Comment (if applicable): In regards to the fascia signs proposed, the signs would replace existing signs of similar sizes and presences in identical locations with less harmful methods of illumination. The proposal would involve a reduction in fascia signage overall. Turning to the proposed hoarding signs, sign B is of greatest concern, however, the positioning and size would not be more harmful in terms of visual clutter than the existing pair of signs. Overall, it is considered that the proposed signs would be less bulky and prominent within the street in spite of the additional height of the proposed totem sign. The proposed signage also benefits from the weight associated with the removal of existing, albeit small, hoarding signs without replacements. The proposed signage would be well designed and sensitively positioned to relate to the character, scale and design of the building as well as respect the architectural features of the building on which they would be displayed. The signs would not distract from the character of the building or the street scene, create visual clutter causing harm to the street scene and the illumination levels can be controlled by way of condition.	
Would the development maintain good levels of public safety?	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	
Comment (if applicable): Hertfordshire Highways Authority have replied to a consultation request in this regard and responded not wishing to restrict consent.	
Would the development respect the amenity of adjoining premises?	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	
Comment (if applicable): The proposed replacement of existing signs in slightly differing locations and differing methods of illumination is not considered to change the relationship between the proposed signs and the amenity of adjoining premises.	
Any other issues	
Conclusion	
The proposed signage would maintain the visual appearance of the street scene where it would have no detrimental impact to the visual amenities of the locality. The proposed signage would not impact on highway safety or neighbours residential amenity. As such, the proposal complies with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005, the Supplementary Design Guidance Statement of Council Policy 2005 and relevant parts of the National Planning Policy Framework 2012.	

Conditions:

1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) (or any Order revoking or re-enacting that Order with or without modification) in the interests of highway safety and visual amenity.

6. This consent does not authorise any flashing, intermittent or recurring form of illumination.

REASON: In the interests of the visual amenity of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

7. The intensity of the illumination of the signs A, B1, B2, C, D, E and F permitted by this consent shall be no greater than 300cd/m.

REASON: In the interests of the visual amenity and highway safety of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

8. The development/works shall not be started and completed other than in accordance with the approved plans and details:

The Stanborough – Beefeater Magpie Re Brand Pages 2 – 12 & SMLPROMO-2 Pages 1 – 4 & Beefeater Menu Case Sheets 1 and 2 received 27 September 2016 & 1:1250 Site Location Plan & 1:500 Block Plan received 25 July 2016

REASON: To ensure that the development is carried out in accordance with the approved plans and details.

1. POSITIVE AND PROACTIVE STATEMENT

The decision has been made taking into account, where practicable and appropriate the requirements of paragraphs 186-187 of the National Planning Policy Framework and material planning considerations do not justify a decision contrary to the development plan (see Officer's report which can be viewed on the Council's website or inspected at these offices).

Determined By:

Mr C Carter
12 October 2016