

**WELWYN HATFIELD BOROUGH COUNCIL
EXECUTIVE DIRECTOR - PLANNING, PUBLIC PROTECTION AND GOVERNANCE**

DELEGATED APPLICATION

Application No: 6/2017/0309/ADV
Location: VW Van Centre Harpsfield Broadway Hatfield AL10 9TF
Proposal: Installation of 4 x illuminated fascia sign, 2 x Free Standing sign
Officer: Mr R Adenegan

Recommendation: Granted

6/2017/0309/ADV

Context	
Site and Application description	<p>The site is located on the west side of Comet Way and is an existing car dealership which has already existing signage relating to the current use by Peugeot. The character of the area is commercial, with Kentucky Fried Chicken drive thru directly to the north, a shopping parade directly south and the Galleria shopping centre to the south east. There is currently a 4.5m high totem (pylon sign located towards the front of the site, a number of company signs on the building and flag signs along the site frontage.</p> <p>This application seeks advertisement Installation of 4 illuminated fascia sign and 3 free standing (pylon) sign. With the exception of the relocation of the existing free standing totem sign front for the showroom with a new pylon, the proposed signs will be replacement of existing signs at the premises at their current locations.</p>
Constraints	<p>LBC - LISTED BUILDING Gatehouse to aeroplane makers.1934 by Geoffrey PAR - PARISH (HATFIELD) Wards - Hatfield Central Wards - Hatfield Villages A4D - Article 4 HMO Direction CP - Cycle Path (Cycle Facility / Route) FM00 - Flood Zone Surface Water 1000mm (70631) FM00 - Flood Zone Surface Water 1000mm (7591388) FM00 - Flood Zone Surface Water 1000mm (7590760) HAT - Hatfield Aerodrome</p>
Relevant history	<p>Planning</p> <p>Application Number: S6/2011/1986/AD Decision: Granted Decision Date: 16 November 2011 Proposal: Installation of 2 x corner lights, 1 x Peugeot lettering, 1 x lion logo, 1 x dealership letters, 3 x fabric flags and 1 x free standing totem</p>

<p>S6/2010/1169 – Erection of two hoarding signs, one double sided post mounted and one single sided wall mounted (Refused 29/07/2010)</p> <p>S6/2007/1701/AD – Installation of one 4 metre high externally illuminated totem sign and four illuminated signs on existing building (Granted 07/01/2008)</p> <p>S6/2007/1519/AD – Installation of illuminated and non-illuminated signage (Granted 13/12/2007)</p> <p>S6/1995/100/AD – Erection of internally illuminated fascia signs and pole sign (Granted 20/03/1995)</p> <p>S6/1989/7045/AD – Canopy fascia, wall mounted company identity variable print signs all internally illuminated (static) – (Granted 08/01/1990)</p> <p>S6/1983/7018/AD – Illuminated post sign (Granted 15/12/1983)</p>			
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity			
Summary of neighbour responses	None		
Consultees and responses	<p>1. Councillor Lynne Sparks No response</p> <p>2. Councillor Howard Morgan No response</p> <p>3. Councillor Duncan Bell No response</p> <p>4. Hertfordshire Transport Programmes & Strategy No objection subject to informative</p> <p>5. Carrie Lloyd No response</p>		
Relevant Policies			
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input type="checkbox"/> Supplementary Design Guidance			
Main Issues			
Is the advertisement 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			
Comment (if applicable): N/A			
Would the advertisement reflect the character of the area?			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Comment (if applicable): The Supplementary Design Guidance 2005 states that all advertisements requiring express consent must accord with the following criteria: (1) proposals should be well-designed and should relate to the character, scale and design of the building on which they are displayed; (2) the size and position of the signs should respect the architectural features of the buildings on which they are displayed; (3) proposals should not create visual clutter; (4) illumination will only be permitted where it would not be visually intrusive and is provided by discreet means.			

- (1) The host building and site are large in their scale. The proposed fascia signs would be replacements for those as existing and would be relatively similar in scale, character and design with the exception of colour change from white to blue. The proposed free-standing signs to the front of the site would remain subordinate to the building(s) and the site, and reflect the scale of the building and site to which they relate.
- (2) The proposed fascia and wall mounted signs on the host building are of a suitable size and logically positioned so are to ensure that the architectural features of the building are respected
- (3) The free-standing pylon/totem are considered to be well spaced in logical positions which would be considered acceptable in this regard. There currently 8 advertisement flags on site at the time of the Officer's visit. These flags do not form part of this application. The plans which have been submitted do annotate existing flag advertisements.
- (4) All illuminated signs proposed would be internally illuminated to a luminance level of between 260 cd/m to 300cd/m, and as such, comply in regards to being illuminated by discreet means. The size, spacing and design of the proposed advertisement ensure that they would not appear visually intrusive or dominant.

Would the advertisement reflect the character of the building?

Yes No N/A

Comment (if applicable):

Would the advertisement maintain public safety? (e.g. safety of people; obscure or hinder traffic sign/ railway signal etc.; or hinder security or surveillance device or device measuring vehicle speed).

Yes No

Comment (if applicable): Hertfordshire County Council as the relevant Highways Authority do not consider that the proposal shall have any material impact on highway safety/capacity and as such, the proposal is considered acceptable in this regard.

Conclusion

It is considered that the appearance, size and positioning of the proposed signage would not disrupt the character and appearance of the host building or the harmony of the wider area in terms of visual amenity. Additionally the scheme would not adversely affect public safety. The proposed development is therefore considered to be in accordance with the Town and Country Planning Advertisement Regulations, Policies D1 and D2 of the Welwyn Hatfield District Plan 2005, the requirements of the Supplementary Design Guidance (Statement of Council Policy) 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. The intensity of the illumination of the signs permitted by this consent shall be no greater than within that recommended by the Institution of Lighting Engineers (for a sign within Zone 3) in their Technical Report No.5 (Third Edition-2001).

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.

7. 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.

DRAWING NUMBERS

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

Plan Number	Revision Number	Details	Received Date
VW 01 7 01 10		Proposed Elevations	17 February 2017
Vw017 01 04		Proposed Signage Plan	17 February 2017

II	Location Plan	17 February 2017
	Proposed Signage Specifications (1 of 2)	17 February 2017
	Proposed Signage Specifications (2 of 2)	17 February 2017

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:

Mrs S Smith
13 April 2017