

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

DELEGATED APPLICATION

Application No: 6/2017/1662/ADV
Location: 25 Station Road Cuffley Potters Bar EN6 4HX
Proposal: Retention of 8 x 2 m tall non-illuminated freestanding banner advertisements
Officer: Mr David Elmore

Recommendation: Refused

6/2017/1662/ADV

Context			
Site and Application description	<p>Advertisement consent is sought for the retention of 8 freestanding flag advertisements, each measuring 2 metres in height.</p> <p>These flag advertisements are being displayed on the forecourt of No. 25 Station Road and in association with the use of this premise as a dry-cleaners.</p> <p>Station Road is the village centre of Cuffley and comprises a parade of buildings lining both sides of the road. These building are broadly occupied under A1, A2, B1, C3/C5 use at ground floor level with broadly residential accommodation above.</p>		
Constraints	PAR - PARISH (NORTHAW AND CUFFLEY) Wards - Northaw & Cuffley A4D - Northaw/Cuffley		
Relevant history	Application Number: N6/2009/0382/AD Decision: Withdrawn Decision Date: 16 February 2010 Proposal: Erection of company wall sign		
Consultations			
Neighbour representations	Support: 0	Object: 29	Other: 1
Publicity	Site Notice Display Date: 12 October 2017 Site Notice Expiry Date: 2 November 2017		
Summary of neighbour responses	32 objections summarised as follows: <ul style="list-style-type: none"> • Not in keeping with area • Eyesore • Too large in size • Safety hazard • Would set an unacceptable precedent for the street 		
Consultees and responses	Northaw & Cuffley Parish Council – Objection stated as follows: <i>“Too many signs Poor quality signs. Inappropriate location. Out of character with other boards outside of other units.”</i>		

	Hertfordshire Transport Programmes & Strategy – No objection
Relevant Policies	
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input checked="" type="checkbox"/> Supplementary Design Guidance	
Main Issues	
Accuracy of submitted drawings	<p>The application site on submitted Site Plan - with Unique Plan Reference: #00245326-7CAA5C, does not surround the area where the flag advertisements are being displayed. The absence of a correct site location plan means that this application cannot be considered and must be refused on the basis of inaccurate information.</p>
Other considerations	<p>Whilst this application will be refused on the basis of an incorrect site location plan, it is considered that if a fresh application were to be submitted with a corrected site location plan, the subject flag advertisements would likely be refused advertisement consent.</p> <p>For advertisements which require express consent, the local planning authority can only exercise its powers of control in the interest of protecting amenity and public safety.</p> <p>The main advertisements along Station Road include sympathetic fascia signs and vinyl window signs, indicative of a shopping parade. Advertisements on the forecourts of business premises are limited to single A-boards outside respective business premises which are small and un-obtrusive. The footpaths and forecourts of Station Road are integrated with an appropriate mix of trees, hedges and planters which contribute to the attractive appearance of the street scene.</p> <p>It is considered that the proliferation and size of the flag advertisements within this forecourt have a cluttered appearance and represent harsh features relative to the character and appearance of the street scene. Accordingly, the advertisements have a detrimental effect upon the visual amenity of the area.</p> <p>Hertfordshire County Council (Transport Programmes & Strategy Department) have been consulted for this application and outline that a refusal from the highway authority would not be tenable as the flag advertisements are situated on ground not classified as having highway rights upon it. As such, highway rights do not apply. On this basis, it is not considered that this scheme would cause harm to public safety.</p> <p>Taking account of the above, the flag advertisements, by reason of their quantity, size and appearance, result in visual clutter and represent harsh features in the context of the character and appearance of the street scene. Accordingly, the advertisements have a detrimental effect upon the visual amenity of the area, contrary to Policies D1 and D2 of the Welwyn Hatfield District Plan 2005, Supplementary Design Guidance 2005 (Statement of Council Policy) and paragraph 67 of the National Planning Policy Framework 2012.</p>
Conclusion	
<p>The application site on submitted Site Plan - with Unique Plan Reference: #00245326-7CAA5C, does not surround the area where the flag advertisements are being displayed. The absence of a correct site location plan means that this application cannot be considered and must be refused on the basis of inaccurate information.</p>	

Reasons for Refusal:

1. The red line which identifies the application site on submitted Site Plan - with Unique Plan Reference: #00245326-7CAA5C, does not surround the area where the flag advertisements are being displayed. The absence of a correct site location plan means that this application cannot be considered and must be refused on the basis of inaccurate information.

REFUSED DRAWING NUMBERS

2.

Plan Number	Revision Number	Details	Received Date
Block Plan		Block Plan	28 July 2017
#00245326-7CAA5C		Site Plan	28 July 2017
1		Flag Dimensions	28 July 2017
2		Location of Banners Proposed	28 September 2017

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 Mark Peacock
5 February 2018