

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

**DELEGATED APPLICATION**

**Application No:** 6/2018/1531/ADV  
**Location:** Plot 5000, Mosquito Way, Hatfield, AL10 9WN  
**Proposal:** Installation of 3 No. illuminated wall-mounted fascia signs  
**Officer:** Mr David Elmore

**Recommendation:** Granted

6/2018/1531/ADV

<b>Context</b>				
<b>Site and Application description</b>	<p>The application site comprises a large commercial building near the junction between Mosquito Way and Dragon Road.</p> <p>The application is for the installation of three illuminated wall-mounted fascia signs. Those on the east and west elevations would measure 9.182m by 2.375m with the individual lettering 120mm deep. The base of the signs would be 11.7m above ground level.</p> <p>The sign on the south elevation would measure 6.245m wide with the individual lettering 670mm high and 75mm deep. The base of the sign would be 7.37m above ground floor level.</p>			
<b>Constraints</b>	<p>LCA - Landscape Character Area (De Havilland Plain) - Distance: 0            PAR - PARISH (HATFIELD) - Distance: 0            Wards - Hatfield Villages - Distance: 0            A4HD - Article 4 HMO Direction - Distance: 0            SAGB - Sand and Gravel Belt - Distance: 0</p>			
<b>Relevant history</b>	<p>Application Number: 6/2015/2043/OUTLINE            Decision: Granted            Decision Date: 05 July 2016            Proposal: Redevelopment to provide floorspace equivalent to 537 Units of Development (UD) (as set out in Schedule 1) for Use Classes B1, B2, SG and Hotel use on plots 4100, 5000, 5600 and for Use Classes B1, SG and Hotel use on plot 6000 with all matters reserved except access</p>			
<b>Consultations</b>				
<b>Neighbour representations</b>	<table border="1"> <tr> <td>Support: 0</td> <td>Object: 0</td> <td>Other: 0</td> </tr> </table>	Support: 0	Object: 0	Other: 0
Support: 0	Object: 0	Other: 0		
<b>Publicity</b>	<p>Site Notice Display Date: 12 July 2018            Site Notice Expiry Date: 2 August 2018</p>			
<b>Summary of neighbour responses</b>	None.			
<b>Consultees and responses</b>	Hertfordshire County Council - Hertfordshire Transport Programmes & Strategy – no objection subject to a condition regarding levels of luminance.			

<b>Relevant Policies</b>
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input type="checkbox"/> Supplementary Design Guidance
<b>Main Issues</b>
<b>Is the advertisement within a conservation area?</b>
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Would the significance of the designated heritage asset be conserved or enhanced?</b>
<input type="checkbox"/> Yes <input type="checkbox"/> No <b>Comment:</b> Not applicable
<b>Would the advertisement reflect the character of the area?</b>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>Comment</b> (if applicable): The area is commercial in nature and the signage reflects this. It is of a size and scale that is appropriate for the building.
<b>Would the advertisement reflect the character of the building?</b>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <b>Comment</b> (if applicable):
<b>Would the advertisement maintain public safety?</b> (e.g. safety of people; obscure or hinder traffic sign/ railway signal etc.; or hinder security or surveillance device or device measuring vehicle speed)
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>Comment:</b> The signage is at a level which would not pose a danger to pedestrians and subject to a condition concerning the levels of luminance, the illuminated signage would not cause a danger to highway safety. There are no residential properties nearby that would be unduly harmed by the illumination. A level of illumination of 600 cd/m as proposed is in accordance with the guidance contained in the ILE Brightness of Illuminated Advertisements document and would not harm highway safety. Moreover, the lighting is to be static.
<b>Conclusion</b>
The proposal is considered acceptable in terms of visual amenity. The proposal is not considered to pose a threat to highway safety or to cause harm to the amenities of adjoining occupiers. The application is therefore recommended for approval.

**Conditions:**

- 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.

- 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 illumination shall be controlled at a level that is within the limit recommended by the Institute of Lighting Engineers in the publication 'Technical Report No 5 Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN021: 2011'

REASON: In the interests of highway safety and amenity.

#### DRAWING NUMBERS

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

<b>Plan Number</b>	<b>Revision Number</b>	<b>Details</b>	<b>Received Date</b>
AB-EV-01		Proposed Elevations	8 June 2018
AB-EE-01		East Elevation	8 June 2018
AB-WE-01		West Elevation	8 June 2018
AB-SE-01		South Elevation	8 June 2018
AB-SP-001	0.0	Site Plan	8 June 2018
AB-SLP-001	0.0	Site Location Plan	8 June 2018

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

#### **Determined By:**

Mr Mark Peacock  
2 August 2018