

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

DELEGATED APPLICATION

Application No: 6/2018/2580/ADV
Location: 37 Church Street Hatfield AL9 5AS
Proposal: Installation of 1 x non-illuminated fascia sign - retrospective
Officer: Ms Emily Stainer

Recommendation: Granted

6/2018/2580/ADV

Context	
Site and Application description	The application site is a shop unit situated on the corner of Church Street, adjacent to The Broadway. It is located within the Old Hatfield Conservation Area. The proposal is for the retention of 1 x non-illuminated fascia sign. Following a letter from the Enforcement Team on the 24 th July 2017, the sign required advertisement consent.
Constraints	<p>CA - Conservation Area: HATF; - Distance: 0</p> <p>LBC - LISTED BUILDING House, (Formerly The Travellers' Rest PH). Later - Distance: 38.99</p> <p>LBC - LISTED BUILDING House. C18 chequered red brick front to earlier - Distance: 23.06</p> <p>LBC - LISTED BUILDING C17 timberframed barn. Weatherboarded. Steep - Distance: 22.39</p> <p>LBC - LISTED BUILDING Large house of early C18. Now house and office. - Distance: 34.65</p> <p>LBC - LISTED BUILDING House. C17 and earlier timber frame, 1 bay wide. - Distance: 25.98</p> <p>LBC - LISTED BUILDING House (formerly a pair known as Nos 15 and 17). - Distance: 45.65</p> <p>LBC - LISTED BUILDING Roman Catholic Church of Marychurch - Distance: 32.75</p> <p>PAR - PARISH (HATFIELD) - Distance: 0</p> <p>Wards - Hatfield East - Distance: 0</p> <p>A4HD - Article 4 HMO Direction - Distance: 0</p> <p>SAGB - Sand and Gravel Belt - Distance: 0</p>
Relevant history	<p>Application Number: E6/1967/0163/ Decision: Granted Decision Date: 20 March 1967 Proposal: Change of use.</p> <p>Application Number: E6/1968/2287/ Decision: Granted</p>

	Decision Date: 02 January 1969 Proposal: Change of use to store (renewal).		
	Application Number: S6/2005/0051/FP Decision: Granted Decision Date: 18 April 2005 Proposal: Change of use from A1 use (retail) to A2 use (financial and professional services).		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 9 January 2019 Site Notice Expiry Date: 30 January 2019		
Summary of neighbour responses	None		
Consultees and responses	Public Health and Protection – Recommend planning permission is permitted. 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			
Is the advertisement within a Conservation Area?			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Would the significance of the designated heritage asset be conserved or enhanced?			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Comment (if applicable):			
<p>Paragraph 132 of the NPPF 2018 states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.</p> <p>The application site is located in the Old Hatfield Conservation Area. Attention should be given to the design, size and location of signs so that they preserve or enhance the character and appearance of a Conservation Area. The sensitive positioning of signs and the use of appropriate materials is vital to good design.</p> <p>The Council has produced Supplementary Design Guidance for advertisements in Conservation Areas. Part i) of paragraph 6.6 of the relevant section states the following :</p> <p>‘All advertisements requiring express consent must comply with the following criteria:-</p> <p>(i) advertisements and signs will only be granted consent where they do not harm the character and visual amenities of the Conservation Area or the building on which they are displayed, in terms of design, materials, scale, detail, and method of illumination. Consent will not be granted for any proposal that would detract from the special architectural or historical character of any building in the Conservation Area or the Conservation Area as a whole;</p> <p>The fascia sign is non-illuminated with a white plastic board and red and black lettering. Although the unit is on a more remote location on the edge of Church Street rather than the parade of shops on The Broadway, it is within close enough proximity to replicate a similar design to the shop fronts. With regard to the scale, siting and appearance, the sign is not considered to be detrimental to the visual amenity of the area. It is of an appropriate size to the building it is attached and the design and materials of construction are not overdominant or intrusive. On balance, the fascia sign is considered</p>			

to be acceptable.

Would the advertisement reflect the character of the area?

Yes No

Comment (if applicable):

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):

The sign is not illuminated. Hertfordshire County Council as the relevant Highways Authority do not consider that the sign has a material impact on highway safety/capacity and as such, the scheme is considered acceptable in this regard.

Conclusion

The existing sign would not harm visual amenity, public safety or highway safety and is considered to be in keeping with the character and appearance of the surrounding area. The development is therefore considered to be in accordance with the National Planning Policy Framework 2018, the Welwyn Hatfield District Plan 2005 and the requirements of the Supplementary Design Guidance (Statement of Council Policy).

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.

DRAWING NUMBERS

6. 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
1837/04		Site Plan	7 November 2018
1837/05		Location Plan	7 November 2018
1837/03		Elevation B	18 December 2018
1837/02		Elevation A	18 December 2018
1837/01		Ground Floor Plan	18 December 2018
7665/7705		Existing Photos	12 February 2019

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 paragraph 38 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 Chris Carter
12 February 2019