

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

**DELEGATED APPLICATION**

**Application No:** 6/2019/0443/ADV  
**Location:** Roundabout 48 Hatfield Old Town  
**Proposal:** Installation of 2 x non illuminated pole mounted free standing signs  
**Officer:** Ms Lucy Hale

**Recommendation:** Granted

6/2019/0443/ADV

<b>Context</b>			
<b>Site and Application description</b>	<p>The application site is located on the roundabout at the junction of Great North Road and French Horn Lane in Hatfield East.</p> <p>The application seeks advertisement consent for the installation of 2 x non illuminated pole mounted free standing signs. The signs would measure 1 metre in width and 0.5 metres in height above ground level. The sign is proposed to advertise St Audrey's Care Home in Old Hatfield.</p>		
<b>Constraints</b>	<p>PAR - PARISH (HATFIELD) Wards - Hatfield East</p>		
<b>Relevant history</b>	<p>Application Number: S6/2012/1475/AD  Decision: Withdrawn  Decision Date: 07 September 2012  Proposal: Installation of two non-illuminated pole mounted free standing sign boards</p>		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	<p>Site Notice Display Date: 21 March 2019  Site Notice Expiry Date: 11 April 2019</p>		
<b>Summary of neighbour responses</b>	None		
<b>Consultees and responses</b>	Hertfordshire County Council Transport Programmes & Strategy – No objection received.		
<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> (if 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):
<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> (if applicable): No objections have been received from Highways. The application follows a previous scheme where Highways confirmed the roundabout suitable for advertising signs and the dimensions and wording acceptable, albeit the sign was much taller at 1.5 metres. Furthermore, it was outlined that the signs would be unlikely to be prejudicial to highway safety.
<b>Conclusion</b>
The advertisements sought in this application have been assessed in terms of amenity and public safety and considered acceptable in both respects.

**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.

- 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.

- 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:

<b>Plan Number</b>	<b>Revision Number</b>	<b>Details</b>	<b>Received Date</b>
Site Location Plan		Site Location Plan	7 March 2019
Block Plan		Block Plan	28 February 2019
Drawing 1A		Proposed Elevations	10 April 2019
Drawing 2A		Side Elevations	10 April 2019
Drawing 5A		Artwork - Version 1 Drawing 5A (002)	7 March 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).

#### **Informatives:**

1. This permission does not convey any consent which may be required under any legislation other than the Town and Country Planning Acts. Any permission required under the Building Regulations or under any other Act, must be obtained from the relevant authority or body e.g. Fire Officer, Health and Safety Executive, Environment Agency (Water interest etc. Neither does this permission negate or override any private covenants which may affect the land.

2. The granting of this permission does not convey or imply any consent to build upon or access from any land not within the ownership of the applicant.

**Determined By:**

Mr Mark Peacock  
1 May 2019