

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

**DELEGATED APPLICATION**

**Application No:** 6/2019/2022/ADV  
**Location:** 1 Maynard Place Cuffley Potters Bar EN6 4JA  
**Proposal:** Installation of 2x fascia boards  
**Officer:** Mr A Commenville

**Recommendation:** Granted

6/2019/2022/ADV

<b>Context</b>			
<b>Site and Application description</b>	<p>The application site comprises premises located within Maynard Place, Cuffley. The character of the surrounding area is mixed-use comprising residential, leisure, retail (A1- A5) and community facilities.</p> <p>Advert consent is sought for the display of 1 no. non-illuminated fascia sign on both sides of the premises which would be located approximately 3.15 metres above the ground.</p>		
<b>Constraints</b>	<p>PAR - PARISH (NORTHAW AND CUFFLEY) - Distance: 0  Wards - Northaw &amp; Cuffley - Distance: 0  A4D - ARTICLE 4 DIRECTION - Distance: 0  SAGB - Sand and Gravel Belt - Distance: 0</p>		
<b>Relevant history</b>	None relevant.		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	<p>Site Notice Display Date: 13 September 2019  Site Notice Expiry Date: 4 October 2019</p>		
<b>Summary of neighbour responses</b>	No representations have been received.		
<b>Consultees and responses</b>	<p>Hertfordshire County Council - Hertfordshire Transport Programmes &amp; Strategy - the Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission. Recommend the inclusion of informative regarding the Parking and Storage of materials and Obstruction of Public Highway Land.</p>		
<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 <input checked="" type="checkbox"/> N/A <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):  Having regard to the comments sent by the Highway Authority, it is considered that the proposal would not have an unreasonable impact on the safety and operation of the highway or pedestrians.
<b>Conclusion</b>
The advertisements sought have been assessed in terms of amenity and public safety and are 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.

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:

<b>Plan Number</b>	<b>Revision Number</b>	<b>Details</b>	<b>Received Date</b>
5519/R3		Proposed Ground Floor	3 September 2019
5519/R4		Proposed Elevations	3 September 2019
5519/R5		Proposed Elevations	3 September 2019
5519/R1		Site and Block Plan	3 September 2019
5519/R2		Existing Floor Plans	3 September 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 or legal interest (easements or wayleaves) which may affect the land.

2. It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence. Further information is available via the website: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/development-management/highways-development-management.aspx> or by telephoning 0300 1234047.
  
3. The applicant is advised that all areas for parking, storage, and delivery of materials associated with the construction of this development should be provided within the site on land which is not public highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence. Further information is available via the website: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/development-management/highways-development-management.aspx> or by telephoning 0300 1234047.

**Determined By:**

Mr Mark Peacock  
7 October 2019