

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

DELEGATED APPLICATION

Application No: 6/2019/3200/ADV
Location: McDonalds Restaurant 68 The Galleria Comet Way Hatfield AL10 0XY
Proposal: Installation of 3x digital freestanding signs and 1x digital booth screen
Officer: Ms Lucy Hale
Recommendation: Granted

6/2019/3200/ADV

| Context | | | |
|---|---|-----------|----------|
| Site and Application description | <p>The application site is located at ground floor at the northern end of the Galleria and comprises the McDonalds outlet.</p> <p>The application seeks advertisement consent for the installation of 3No. new digital freestanding menu board signs and 1No. 15' digital booth screen at the cash booth in association with the McDonalds drive through service following the removal of existing. The three signs would be internally illuminated with one of the signs hosting a single screen measuring approximately 2.1m in height, 0.7m above floor level with a width of 0.85m and depth of 0.10m and the two double screen signs would have a width of approximately 1.6m.</p> | | |
| Constraints | PAR - PARISH (HATFIELD) Wards - Hatfield Central | | |
| Relevant history | Application Number: 6/2016/0726/FULL Decision: Granted Decision Date: 15 June 2016 Proposal: Alterations to elevations including replacement of new flush drive thru booths | | |
| Consultations | | | |
| Neighbour representations | Support: 0 | Object: 0 | Other: 0 |
| Publicity | Site Notice Display Date: 9 January 2020 Site Notice Expiry Date: 30 January 2020 | | |
| Summary of neighbour responses | None | | |
| Consultees and responses | Hertfordshire County Council Transport Programmes & Strategy – No objection: All the signage is within the curtilage of the site and is of acceptable dimensions and design whereby it is considered unlikely that the additional signage would have any impact on highway capacity or safety. | | |

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| 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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
| Would the significance of the designated heritage asset be conserved or enhanced? |
| <input type="checkbox"/> Yes <input type="checkbox"/> No Comment (if applicable): |
| Would the advertisement reflect the character of the area? |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Comment (if applicable): |
| Would the advertisement reflect the character of the building? |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> 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) |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Comment (if applicable): |
| Conclusion |
| 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:

| Plan Number | Revision Number | Details | Received Date |
|--------------------|------------------------|----------------------|----------------------|
| P19-062-0423 | 02A | Block Plan | 20 December 2019 |
| P19-062-0423 | 15C | Site Signage details | 20 December 2019 |
| P19-062-0423 | 03A | Existing Site Plan | 20 December 2019 |
| P19-062-0423 | 01A | Site Location Plan | 20 December 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. 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.
3. Obstruction of public highway land: 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: <http://www.hertfordshire.gov.uk/services/transtreets/highways/> or by telephoning 0300 1234047.
4. Parking and Storage of materials: 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-andpavements/business-anddeveloper-information/developmentmanagement/highways-developmentmanagement.aspx> or by telephoning 03001234047

Determined By:

Mr Mark Peacock
14 February 2020