

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

DELEGATED APPLICATION

Application No: 6/2020/1682/ADV
Location: 8 Harpsfield Broadway Hatfield AL10 9TF
Proposal: Proposed illuminated light box with 'Caribbean Passion' graphic vinyl
Officer: Mr Antoine Commenville

Recommendation: Granted

6/2020/1682/ADV

Context			
Site and Application description	<p>The application site lies within the built-up area of Hatfield, to the south west of the town centre adjacent to Comet Way. The application site forms part of a parade of retail/commercial units, with residential units above.</p> <p>The proposal seeks consent for the installation of 1x illuminated light box with 'Caribbean Passion' graphic vinyl.</p>		
Constraints	<p>PAR - PARISH (HATFIELD) - Distance: 0 Wards - Hatfield Villages - Distance: 0 A4HD - Article 4 HMO Direction - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 17.18 HHAA - Hatfield Heritage Assessment Area(Hatfield Business Park) - Distance: 0</p>		
Relevant history	<p>Application Number: 6/2020/1566/FULL Decision: Pending Decision Proposal: Change of use from A1 (newsagents) to A5 (Caribbean takeaway)</p>		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	<p>Site Notice Display Date: 28 July 2020 Site Notice Expiry Date: 18 August 2020 Press Advert Display Date: 29 July 2020 Press Advert Expiry Date: 12 August 2020</p>		
Summary of neighbour responses	No representations received.		
Consultees and responses	<p>HCC Transport Programmes & Strategy – No objections</p> <p>WHBC Public Health and Protection – No objections</p>		
Relevant Policies			
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input 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 <input checked="" type="checkbox"/> N/A 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): 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.
Conclusion
The advertisements sought have been assessed in terms of amenity and public safety and are considered acceptable in both respects.

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
1020/PL/11		Site Location Plan	13 July 2020
1020/PL/10		Elevations	13 July 2020

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.

Determined By:

Mr Mark Peacock
7 September 2020