

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

DELEGATED APPLICATION

Application No: 6/2021/1430/ADV
Location: The Beacon Mosquito Way Hatfield AL10 9WN
Proposal: Installation of internally illuminated wall-mounted fascia signs
Officer: Ms Emily Stainer

Recommendation: Granted

6/2021/1430/ADV

Context	
Site and Application description	<p>The site comprises a large commercial building. The existing signage on the building received advertisement consent in 2018 under application reference 6/2018/1531/ADV.</p> <p>Advertisement consent is now sought for the installation of two internally illuminated wall-mounted fascia signs. The signs would measure approximately 2.38m in height, 7.56m in width and 0.12m in depth. They would be positioned approximately 11.7m above ground floor level, in line with the existing signage on this elevation.</p>
Constraints	<p>LCA - Landscape Character Area (De Havilland Plain) - Distance: 0 PAR - PARISH (HATFIELD) - Distance: 0 Wards - Hatfield Villages - Distance: 0 A4HD - Article 4 HMO Direction - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0 HHAA - Hatfield Heritage Assessment Area(Hatfield Business Park) - Distance: 16.67 A4DES - Article 4 Direction Employment Sites() - Distance: 0</p>
Relevant history	<p>Application Number: 6/2015/2043/OUTLINE Decision: Granted Decision Date: 05 July 2016 Proposal: Redevelopment to provide floorspace equivalent to 537 Units of Development (UD) (as set out in Schedule 1) for Use Classes B1, B2, SG and Hotel use on plots 4100, 5000, 5600 and for Use Classes B1, SG and Hotel use on plot 6000 with all matters reserved except access</p> <p>Application Number: 6/2017/0624/MAJ Decision: Granted Decision Date: 03 October 2017 Proposal: Erection of a 3 storey building for B8 (storage and distribution) (4,915 sq metres, gross external) and B1 (office/light industrial) (1,797 sq metres, gross external) use, together with 100 car parking spaces, 10 cycle parking spaces, boundary treatment, landscaping, lighting and access.</p> <p>Application Number: 6/2018/1531/ADV Decision: Granted Decision Date: 02 August 2018 Proposal: Installation of 3 No. illuminated wall-mounted fascia signs</p>

Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 25 May 2021 Site Notice Expiry Date: 16 June 2021		
Summary of neighbour responses	None		
Consultees and responses	HCC Transport Programmes & Strategy - The position of the signage on the building (subject to the conditions) is unlikely to have any impact on road user intervisibility on Mosquito Way, nor would they represent an increase in signage contrary to MfS guidance, the highway authority therefore present no objection to the proposal. Hatfield Town Council – No response.		
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 <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):			
<p>In accordance with the Town and Country Planning (Control of Advertisement) (England) Regulations 2007, a local planning authority shall exercise its powers under the Regulations in the interests of amenity and public safety taking into account the provisions of the development plan, insofar as they are material, and any other factors. The Regulations state that factors relevant to amenity include the general characteristics of the locality including the presence of any features of historic, architectural, cultural or similar interest.</p> <p>The surrounding area is predominantly commercial in character, however there is a school sited to the west and residential dwellings beyond that. The proposed signage would be an appropriate addition to the existing signs and would not give the building a cluttered appearance. Furthermore, the colours of the wording would be appropriate in the context of the site. The new signage would therefore not harm amenity and overall no objections are raised with the proposed signs in line with policy and the NPPF.</p>			
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):			

The proposed signs would be illuminated internally with illuminance levels of 600 cd/m². The illumination would be static. The Highways Authority have confirmed that subject to the suggested conditions and informatives, the position of the signage on the building is unlikely to have any impact on road user intervisibility on Mosquito Way, nor would they represent an increase in signage contrary to MfS guidance.

One of the suggested conditions refers to a projecting sign and the need for it to be at a height of, or no greater than, 2.3m vertically above the footpath and no less than 500 mm horizontally from the edge of the carriageway. This proposal relates to a fascia sign only, therefore it is not considered this condition is relevant to the proposal. The second condition the Highway Authority have recommended refers to illumination and the need for the intensity of illumination to be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2011'. Proposed drawing APC-JVF.03 states this wording on it, therefore it is not considered necessary to impose it as a separate condition too.

Conclusion

The proposal is considered acceptable in terms of visual amenity and is not considered to pose a threat to highway safety or to cause harm to the amenities of adjoining occupiers. The application is therefore recommended for approval.

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
ACP-SLP-002		Site Location Plan with sign location	10 May 2021
ACP-SP-001		Site Plan	10 May 2021
ACP-SLP-001		Site Location Plan	10 May 2021
APC-JVF-01		Proposed Elevations	11 May 2021
APC-JVF-03		Proposed East Elevation with photo	11 May 2021

REASON: To ensure that the development is carried out in accordance with the approved plans and details.

Determined By:

Mr Mark Peacock
5 July 2021