

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

**DELEGATED APPLICATION**

**Application No:** 6/2021/3052/ADV  
**Location:** Luna Student Accommodation 301 St Albans Rd Hatfield AL10 9RH  
**Proposal:** Installation of two internally illuminated hanging signs  
**Officer:** Ms Elizabeth Mugova

**Recommendation:** Granted

6/2021/3052/ADV

<b>Context</b>			
<b>Site and Application description</b>	The application site is situated to the east of Comet Way Roundabout.  Advertisement consent is sought for the installation of 2 x internally illuminated hanging signs which are to be placed on student accommodation buildings.		
<b>Constraints</b>	LBC - LISTED BUILDING Hotel. 1933. By EB Musman. Red brick with - Distance: 0 LBC - NULL Milepost to West of St. Albans Road West Roundabout - Distance: 28.84 LBC - NULL NULL - Distance: 0 PAR - PARISH (HATFIELD) - Distance: 0 Wards - Hatfield Villages - Distance: 47.29 A4HD - Article 4 HMO Direction - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0 HHAA - Hatfield Heritage Assessment Area(Wilkin's Green) - Distance: 19.28		
<b>Relevant history</b>	None		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	Site Notice Display Date: 08 December 2021 Site Notice Expiry Date: 22 December 2021  Neighbour letters		
<b>Summary of neighbour responses</b>	No representations received		
<b>Consultees and responses</b>	<ul style="list-style-type: none"> <li>Highways England – No objection</li> <li>HCC Transport Programmes &amp; Strategy – No objection</li> </ul>		
<b>Relevant Policies</b>			
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input checked="" 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>Comment</b> (if applicable):
<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): 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.  The two existing signage (Fusion Students) will be removed and replaced by the proposed internally illuminated hanging signs (Luna Student Accommodation). It is considered that the proposed signs would not appear out of context and would not have an adverse impact on the character or amenity of the host buildings and the surrounding area.
<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): See above
<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): The Highways Authority has been consulted on this application and consider that the proposal would not have an unreasonable impact on the safety and operation of the adjoining highways and have recommended planning highway informatives.
<b>Conclusion</b>
It is considered that the proposed signage would accord with relevant local and national planning policies.

**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.

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.

6. This consent does not authorise any flashing, intermittent or recurring form of illumination.

REASON: In the interests of the visual amenity of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

#### DRAWING NUMBERS

7. 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>
LP		Location Plan	25 October 2021
107822-1	A	Adverts	16 November 2021
BP		Block Plan	16 November 2021
		Advert placement	16 November 2021

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

**Determined By:**

Mr Mark Peacock  
10 January 2022