

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

DELEGATED APPLICATION

Application No: 6/2022/2146/ADV
Location: H R Owen Mosquito Way Hatfield Hertfordshire AL10 9WN
Proposal: Installation of signage to facade of east and west buildings together with site wide totem wayfinding signage
Officer: Ms Elizabeth Mugova

Recommendation: Granted

6/2022/2146/ADV

Context	
Site and Application description	<p>The application site forms part of Plot 5000a in Hatfield Business Park. Planning Permission was granted in 2019 for the erection of a car dealership with associated offices, workshops and car storage, together with car parking, cycle parking, boundary treatment, landscaping, lighting and access under permission 6/2019/1411/MAJ.</p> <p>The application seeks approval for the installation of signage to the facade of the east and west buildings and site-wide totem wayfinding signage.</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: 16.5 A4DES - Article 4 Direction Employment Sites() - Distance: 0</p>
Relevant history	<p>Application Number: 6/2019/1411/MAJ Decision: Granted Decision Date: 04 September 2020 Proposal: Erection of a multi-franchise car dealership (sui generis use) with offices (B1 use class), workshops (B2 use class) and car storage (B8 use class), together with car parking, cycle parking, boundary treatment, landscaping, lighting and access</p> <p>Application Number: 6/2021/0505/COND Decision: Granted Decision Date: 21 September 2021 Proposal: Submission of details pursuant to conditions 1 (construction management plan), 2 (surface water drainage) and 7 (details of foundation design of approval) on planning permission 6/2019/1411/MAJ.</p> <p>Application Number: 6/2021/2415/COND Decision: Granted Decision Date: 07 January 2022 Proposal: Submission of details pursuant to condition 3 (external materials) on planning permission 6/2019/1411/MAJ</p>

	Application Number: 6/2021/3271/FULL Decision: Granted Decision Date: 10 January 2022 Proposal: Retention of two storage shelters Application Number: 6/2022/1096/FULL Decision: Granted Decision Date: 06 July 2022 Proposal: Installation of an external sprinkler tack in the back of house yard area, to support the fire strategy requirements of the development.		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 27 September 2022 Site Notice Expiry Date: 18 October 2022 Press Advert Display Date: 28 September 2022 Press Advert Expiry Date: 19 October 2022		
Consultees and responses	WHBC - Public Health and Protection - No issues to raise. HCC – Highway Authority – No objection subject to a condition.		
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 <input checked="" type="checkbox"/> N/A			
Comment (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.			
<p>The proposal is for the installation of signage to the facade of the east and west buildings and site-wide totem wayfinding signage. The majority of the façade signs are static and backlit. Whilst these are large signs they are in proportion with the host buildings. The wayfinding signs are of a modest design and are unlikely to distract from the character and appearance of the host buildings and surrounding area.</p> <p>Overall, 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.</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): See above			
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)			

Yes No

Comment (if applicable): The Highways Authority has been consulted on this application and consider the proposal to be acceptable subject to a planning condition.

The position of the buildings relative to the roads means that the signs will not be directly in the line of site for drivers or distract from any existing road signs or signals. The wayfinding signs are of a simple design and are unlikely to distract from any other road signage. The area is already street lit so the impact of the illuminations would be limited.

The applicant is advised to ensure that the location of sign 2 is not part of the public highway.

It is assumed that the LED screens will be used in relation to the garages below them rather than to advertise as they are not aimed directly at the highway. They will, however, be visible to drivers heading north-east on Mosquito Way and the style and speed of the intermittent images should be considered to ensure they are not distracting the drivers. It has therefore been considered appropriate and necessary to attach a condition to ensure that passing drivers are not distracted by the LED screens.

Conclusion

Subject to the submitted condition, it is considered that the proposed signage would accord with relevant local and national planning policies.

Conditions:

1. All LED displays must:
 - a) Have no moving images, animation, video or full motion images unless specific consent has been granted for such displays;
 - b) Not change more frequently than every 5 seconds unless specific consent has been granted for such displays;
 - c) Comply with the luminance limit as outlined in the Institution of Lighting Engineers in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' (2003); and
 - d) Not feature any signs or instructions contained within the Traffic Signs Manual (2018) and Traffic Signs Regulations and General Directions 2016 and any subsequent guidance, or any variation of these signs which would otherwise cause confusion with traffic signs or signals.

REASON: To ensure that passing drivers are not dazzled, distracted or confused by the advertisements displayed in the interest of highway safety and visual amenity in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

2. 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.

3. 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.

4. 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.

5. 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.

6. 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

7. 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
S-001	D	Location and block plan	14 September 2022
S-3000		Signage elevations	14 September 2022
E-301		East building elevations	14 September 2022
W-300		West building elevations	14 September 2022
W-300		Ground floor site plan signage	14 September 2022
E-300		East building elevations	14 September 2022

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

Determined By:

Mr Mark Peacock
8 November 2022