

**WELWYN HATFIELD BOROUGH COUNCIL  
ASSISTANT DIRECTOR (PLANNING)**

**DELEGATED APPLICATION**

**Application No:** 6/2023/0368/ADV  
**Location:** Wagamama Unit 63 The Galleria Comet Way Hatfield AL10 0XY  
**Proposal:** Installation of 2 internally illuminated folded and welded aluminium fascia panel high level signs to replace existing  
**Officer:** Mrs Kerrie Charles

**Recommendation:** Granted

6/2023/0368/ADV

<b>Context</b>			
<b>Site and Application description</b>	<p>Wagamamas, No.63 The Galleria is located within a large retail/leisure and restaurant complex.</p> <p>This application seeks Advertisement Consent for the installation of 2 internally illuminated folded and welded aluminium fascia panel high level signs to replace existing. The signs are to be displayed either side of complex elevations.</p>		
<b>Constraints</b>	<p>SAG - 0 - Distance: 0          PAR - PARISH (HATFIELD) - Distance: 0          Wards - Hatfield Central - Distance: 34.99          A4HD - Article 4 HMO Direction - Distance: 0          A4DAS - Hatfield Additional Storeys Article 4 Direction - Distance: 0          SAGB - Sand and Gravel Belt - Distance: 0          HHAA - Hatfield Heritage Assessment Area(Hatfield New Town) - Distance: 0</p>		
<b>Relevant history</b>	None		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	<p>Site Notice Display Date: 29 March 2023          Site Notice Expiry Date: 21 April 2023</p>		
<b>Summary of neighbour responses</b>	None received.		
<b>Consultees and responses</b>	Hertfordshire County Council - Hertfordshire Transport Programmes & Strategy – No objection		
<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			

<p><b>Would the significance of the designated heritage asset be conserved or enhanced?</b></p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><b>Comment</b> (if applicable): N/A</p>
<p><b>Would the advertisement reflect the character of the area?</b></p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><b>Comment</b> (if applicable):</p> <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.</p> <p>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. In taking account factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.</p> <p>The National Planning Policy Framework notes that poorly placed advertisements can have a negative impact upon the appearance of the natural and built environments.</p> <p>The Council's Supplementary Design Guidance notes that advertisement proposals should be well-designed and sensitively positioned and should relate to the character, scale and design of the building on which they will be displayed. They must not detract from the character of the building or the street scene. The size and position of signs should respect the architectural features of the building on which they are displayed and consent will not be granted for proposals that would create visual clutter. Illumination will also be carefully controlled, particularly in sensitive areas.</p> <p>The proposed advertisements would be located amongst existing signage on the same building. The position of the signs would not result in undue clutter or appear overly prominent and the design would maintain the character and appearance of the area.</p>
<p><b>Would the advertisement reflect the character of the building?</b></p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A</p> <p><b>Comment</b> (if applicable):</p>
<p><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)</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><b>Comment</b> (if applicable):</p> <p>The proposals are therefore not considered to result in any adverse impact on the public highway and are considered acceptable to the Highway Authority.</p>
<p><b>Conclusion</b></p> <p>The proposed signage at the site would be acceptable in terms of its impact upon amenity and the character of the area and upon highway safety.</p>

**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.

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:

<b>Plan Number</b>	<b>Revision Number</b>	<b>Details</b>	<b>Received Date</b>
596704-5		Block plan	16 February 2023
		Location plan	16 February 2023
596704-2		Existing Signs	16 February 2023
596704-4		Proposed Signs	16 February 2023
596704-1		Existing Signs	16 February 2023

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

**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. 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.

**Determined By:**

Mr Mark Peacock  
20 April 2023