

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

DELEGATED APPLICATION

Application No: 6/2023/0635/ADV
Location: Queenswood School Shepherds Way Brookmans Park AL9 6NS
Proposal: Installation of 6 x vinyl banners
Officer: Ms Ashley Ransome

Recommendation: Granted

6/2023/0635/ADV

| Context | | | |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|
| Site and Application description | <p>The application site comprises Queenswood School which spans a large parcel of land to both the north and south of Shepherds Way.</p> <p>The applicant seeks advertisement consent for the installation of three vinyl banners. Each vinyl banner will be sited to a different location. One set of banners will be sited to the main entrance to the south of Shepherds Way, with a further set of advertisements sited further to the east along Shepherds Way at the exit of the main car park. The third set of advertisements are to be sited to the exit sited along Well Road to the far east of the site. The advertisement banners will be non-illuminated, measure 3m by 0.9m and printed on white external grade vinyl.</p> | | |
| Constraints | <p>SAG - 0 - Distance: 0 GB - Greenbelt - Distance: 0 LCA - Landscape Character Area (North Mymms Common and Newgate Street Farmed Plateau) - Distance: 0 LCA - Landscape Character Area (Northaw Common Parkland) - Distance: 0 PAR - PARISH (NORTHAW AND CUFFLEY) - Distance: 0 GAS - High Pressure Gas Pipeline(BELL BAR TO BARNET 16") - Distance: 0</p> | | |
| Relevant history | <p>Application Number: 6/2016/2675/MAJ Decision: Granted Decision Date: 20 July 2017 Proposal: Erection of extension to existing sports hall, re cladding of existing roof and wall, following removal of existing mobile classrooms and increase parking provision from 85 to 102 approximately</p> | | |
| Consultations | | | |
| Neighbour representations | Support: 0 | Object: 0 | Other: 0 |
| Publicity | <p>Site Notice Display Date: 19 April 2023 Site Notice Expiry Date: 12 May 2023</p> | | |
| Summary of neighbour responses | Not applicable. | | |
| Consultees and | North Mymms Parish Council - No comment. | | |

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| responses | Hertfordshire County Council Transport Programmes & Strategy - Does not wish to restrict the grant of permission. |
| 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): 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>It is considered that the proposed signage 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, and therefore the proposal is considered acceptable.</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): It is considered that the proposed vinyl banners would not have an adverse impact on the safety and operation of the highway or pedestrians. | |
| Conclusion | |
| The proposed advertisements have been assessed in terms of amenity and public safety and are considered acceptable in both respects, according 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.

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 |
|--------------------|------------------------|----------------------------------|----------------------|
| 0323 - 01 | | Site Location Plan | 22 March 2023 |
| 0323 - 03 | | Location L2 - Plan and Elevation | 22 March 2023 |
| 0323 - 02 | | Location L1 - Plan and Elevation | 22 March 2023 |
| 0323 - 03 | | Location L3 - Plan and Elevation | 22 March 2023 |

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).

Determined By:

Mr Mark Peacock
12 June 2023