

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

**DELEGATED APPLICATION**

**Application No:** 6/2023/0799/ADV  
**Location:** H R Owen Mosquito Way Hatfield AL10 9WN  
**Proposal:** Installation of 4 internally illuminated aluminium totem signs within the hard/soft landscape area  
**Officer:** Ms Ashley Ransome

**Recommendation:** Granted

6/2023/0799/ADV

<b>Context</b>	
<b>Site and Application description</b>	<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 applicant seeks advertisement consent for the installation of four internally illuminated aluminium totem signs within the hard/soft landscape area. The four totem will represent the four car dealerships located at this site which include Ferrari, Bentley, Lamborghini and Maserati. All four totems are to be a maximum of 4.5 metres in height and internally illuminated, with the width of the signs varying from 0.8 metres to 1.8 metres, along with the colour scheme of the totems varying so that they match the branding of each car company.</p>
<b>Constraints</b>	<p>SAG - 0 - Distance: 0            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            A4DAS - Hatfield Additional Storeys Article 4 Direction - Distance: 0            SAGB - Sand and Gravel Belt - Distance: 0            HHAA - Hatfield Heritage Assessment Area (Hatfield Business Park) - Distance: 16.36            A4DES - Article 4 Direction Employment Sites (Removal of PD right to demolish employment premises and rebuild dwellings or flats (Class ZA Part 20 Schedule 2 of the GPDO) to come into force on 01 Feb 2022.) - Distance: 0</p>
<b>Relevant history</b>	<p>Application Number: S6/1999/1064/OP            Decision: Approval Subject to s106            Decision Date: 29 December 2000            Proposal: Demolition of existing (unlisted) buildings, removal of runway and other hard standing areas and redevelopment for the following purposes: as a business park comprising uses within use class B1, B2, B8 and sui generis use; housing; new university campus (use class B1 and D2) to include replacement De Havilland sports and social club and associated playing fields; two hotels; primary school and associated facilities; district centre; works of conversion to enable recreation use of existing listed hangar; aviation heritage</p>

centre. Together with associated highway, transport and service infrastructure (including a strategic transport corridor), landscaping and open space, diversion of Ellenbrook. Means of access to be determined

Application Number: S6/2004/0494/FP

Decision: Approval Subject to s106

Decision Date: 24 January 2005

Proposal: Erection of 35 Units for Light Industrial B1(c) Use, General Industrial B2 and B8 Storage and Distribution (Amended Scheme)

Application Number: S6/2005/0872/FP

Decision: Granted

Decision Date: 11 October 2005

Proposal: Variation of Condition 2 Attached to Outline Planning Permission S6/1999/1064/OP to Allow an Additional 5 Years for Submission of Reserved Matters (Up to 29/12/2015)

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

Application Number: 6/2018/1531/ADV

Decision: Granted

Decision Date: 02 August 2018

Proposal: Installation of 3 No. illuminated wall-mounted fascia signs

Application Number: 6/2019/0750/ADV

Decision: Granted

Decision Date: 05 June 2019

Proposal: Installation of 4x illuminated logo fascias and 2x illuminated freestanding totem

Application Number: 6/2019/0563/FULL

Decision: Granted

Decision Date: 10 June 2019

Proposal: Erection of temporary car showroom facility with associated vehicular parking and landscaping

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

Application Number: 6/2021/1449/VAR

Decision: Withdrawn

Decision Date: 10 September 2021

Proposal: Variation of condition 12 (soft landscaping) on planning permission 6/2019/1411/MAJ

<p>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.</p> <p>Application Number: 6/2022/2010/PN24  Decision: Prior Approval Required and Granted  Decision Date: 26 October 2022  Proposal: Prior Approval for installation of 114kW solar PV system comprising of 300 x 380w Canadian Solar modules.</p> <p>Application Number: 6/2022/2146/ADV  Decision: Granted  Decision Date: 08 November 2022  Proposal: Installation of signage to facade of east and west buildings together with site wide totem wayfinding signage</p>			
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	Site Notice Display Date: 17 May 2023 Site Notice Expiry Date: 8 June 2023		
<b>Summary of neighbour responses</b>	Not applicable.		
<b>Consultees and responses</b>	Hertfordshire County Council - Hertfordshire Transport Programmes & Strategy - Does not wish to restrict the grant of permission.  Hatfield Town Council – No response received.  WHBC - Public Health and Protection - No issues to raise.		
<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>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 (if applicable):</b>			
<b>Would the advertisement reflect the character of the area?</b>			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Comment (if applicable):</b>			
<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>			

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.

**Would the advertisement reflect the character of the building?**

Yes  No  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)

Yes  No

**Comment** (if applicable):

It is considered that the proposal would not have an adverse impact on the safety and operation of the highway or pedestrians.

The advertising totem poles are within the site boundaries and would not hinder visibility on Mosquito Way. Subject to the informatives, this level of development is unlikely to lead to demonstrable harm to the highway network in terms of free flow and capacity, therefore; the highway authority would not wish to restrict the grant of planning permission.

WHBC Public Health and Protection raise no issue to the application.

**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:**

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.

6. Prior to the first use of the development hereby permitted the intensity of illumination shall be provided 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 Note for the Reduction of Obtrusive Light GN01:20'.

REASON: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

#### 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>
2019-48-S-1103		LOCATION 3 - LAMBOGHINI TOTEM	3 May 2023
2019-48-S-1102		LOCATION 3 - BENTLEY TOTEM	3 May 2023
2019-48-S-1101		LOCATION 3 - FERRARI TOTEM	3 May 2023
2019-48-S-1104		LOCATION 3 - MASERATI TOTEM	3 May 2023
S-001	D	Location and Block Plan	13 April 2023
S-1100		Ground Floor Site Plan Proposed Totem Signage Locations	13 April 2023

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

**Informatives:**

1. The applicant is advised that the storage of materials associated with the construction of this development should be provided within the site on land which is not public highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence. Further information is available via the County Council website at: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.
2. Obstruction of public highway land: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence. Further information is available via the website <http://www.hertsdirect.org/services/transtreets/highways/> or by telephoning 0300 1234047.

**Determined By:**

Mr Mark Peacock  
27 June 2023