

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

DELEGATED APPLICATION

Application No: 6/2024/0498/ADV
Location: 21 Stonehills Welwyn Garden City AL8 6NA
Proposal: To the Stonehills elevation 1: Replace 1no. Projecting signage with new 500mm, Replace 2no. Logo with 2no. New 400mm Lozenge logo height, Replace 1no. ATM surround and decals with new, Replace statutory signage with new. Replace safety manifestation with new, minor decoration to shopfronts to match existing.
 To the side elevation: Replace 1no. Projecting signage with new 500mm, Replace 2no. Logo with 2no. New 400mm Lozenge logo height, Install new window message "A good way to bank", Replace safety manifestation with new and minor decoration to shopfronts to match existing.
Officer: Mrs Sarah Madyausiku
Recommendation: Granted

6/2024/0498/ADV

Context	
Site and Application description	<p>The application site is a ground floor retail unit which occupies part of a prominent corner building in a pedestrianised section of Stonehills in Welwyn Garden City. The site is located within Welwyn Garden City Conservation Area.</p> <p>The development is for advertisements as follows: To the Stonehills elevation 1: Replace 1no. Projecting signage with new 500mm, Replace 2no. Logo with 2no. New 400mm Lozenge logo height, Replace 1no. ATM surround and decals with new, Replace statutory signage with new., Replace safety manifestation with new, minor decoration to shopfronts to match existing.</p> <p>To the side elevation: Replace 1no. Projecting signage with new 500mm, Replace 2no. Logo with 2no. New 400mm Lozenge logo height, Install new window message "A good way to bank", Replace safety manifestation with new and minor decoration to shopfronts to match existing.</p>
Constraints	CA - Conservation Area: WGC1; - Distance: 0 SAG - 0 - Distance: 0 Town - Welwyn Garden City Town Centre - Distance: 0 Wards - Handside - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0 BLR - Brownfield Land Regisrty(Welwyn Garden City - Town Centre North SPD Site) - Distance: 0
Relevant history	Application Number: 6/2019/1627/FULL Decision: Refused Decision Date: 13 September 2019 Proposal: Alterations to shop front

	Application Number: 6/2019/1628/ADV Decision: Granted Decision Date: 13 September 2019 Proposal: Installation of x 3 internally illuminated fascia sign, 2 x internally illuminated projecting signs and 1 x internally illuminated ATM surround sign		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 26 March 2024 Site Notice Expiry Date: 18 April 2024 Press Advert Display Date: 3 April 2024 Press Advert Expiry Date: 24 April 2024		
Summary of neighbour responses	None received		
Relevant Policies and Guidance			
National Planning Policy Framework			
The Welwyn Hatfield Borough Council Local Plan 2016-2036:			
<ul style="list-style-type: none"> • SP1 Delivering Sustainable Development • SP9 Place Making and High-Quality Design • SADM2 Highway Network and Safety • SADM6 Shopfronts, Advertisements and Signage • SADM11 Amenity and Layout • SP11 Protection and Enhancement of critical environmental assets • SP15 The Historic Environment of Welwyn Garden City • SADM15 Heritage 			
Planning Guidance:			
<ul style="list-style-type: none"> • Welwyn Garden City Guide to Shopfront and Advertisement Design • Supplementary Design Guidance 2005 • Planning Practice Guidance 			
Main Issues			
Is the advertisement within a conservation area?			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<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> <p>The National Planning Policy Framework notes that poorly placed advertisements can have a negative impact upon the appearance of the built environment.</p> <p>The development site is located within the Welwyn Garden City Conservation Area. Policy SADM6 of the Local Plan states that the Council will require all proposals for advertisements, signs, new and altered shopfronts, canopies, blinds, shutters, and other security measures to be of a high standard of design and incorporate the design principles and policies in the Plan and the Council's Supplementary Design Guidance. Well-designed shopfronts, advertisements and signs can have a</p>			

positive impact on the character and appearance of the borough's retail areas. Whilst the needs of businesses are recognised, it is important to ensure that these are balanced alongside the need to protect the environment (as well as considering the needs of other town centre users). This policy ensures that, where proposals require planning permission or advertisement consent, they are well designed and do not detrimentally affect the character and appearance of an area and are supported by the other design policies in the Local Plan.

The Welwyn Garden City Guide to Shopfront and Advertisement Design notes that new adverts and signs should also be carefully considered in relation to the overall design and appearance of the shop and surrounding buildings. Corporate styles, company logos should be modified or adapted to ensure the integrity of the shopfront, building and streetscene is both maintained and enhanced.

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. Illumination will also be carefully controlled, particularly in sensitive areas.

Further policy detail is provided in regard to advertisements within a Conservation Area. In this case, the development site is located within the Welwyn Garden City Conservation Area. It should be noted that Section 72 of the Listed Buildings and Conservations Areas Act (1990) states that 'special attention shall be paid to the desirability of preserving or enhancing the character or the appearance of that area'. Section 16 of the NPPF 'Conserving and enhancing the historic environment' is broadly consistent with Policy SADM15 'Heritage' of the Local Plan.

Also of relevance, and consistent with the NPPF, is Policy SP9 of the Local Plan. This policy is expanded upon in the Council's Supplementary Design Guidance (SDG). Policy SP15 additionally notes that all development proposals, through their design and detailing, will be required to demonstrate that they have responded to the key characteristics of a Garden City.

The proposed signage would replace similar signage already on the building and which was granted consent in 2019. There are also a few examples of similar signage which have been granted advertisement consent nearby. 26 and 28 Stonehills have recently been granted consent for signs on a different coloured and different materials fascia board.

The advertisement design and style of wording is well-designed, sensitively positioned and relates to the character, scale and design of the building on which it is displayed. The design and style of wording does not detract from the character of the building or the street scene. The size and position of the signs respect the architectural features of the building on which they are displayed. The type of illumination is also acceptable in this particular location.

Therefore, subject to condition, the signage, by virtue of its finish and use of materials, represents an acceptable standard of design within the street scene. The proposal does not harm the character and visual amenities of the Welwyn Conservation Area, nor the building on which it is displayed. Accordingly, the signage would preserve and enhance the character and local distinctiveness of the Welwyn Conservation Area, in accordance with the NPPF and the Local Plan. The proposal would also meet the requirements of S72 of the Planning (Listed Buildings and Conservation Areas) Act.

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): Policy SADM2 of the Local Plan states that development proposals will be permitted provided there would be no negative impacts on highway safety.

The site is within a pedestrianised section of Stonehills. The replacement hanging signs would be installed above 2.6m from the footway. The proposed illumination would be static and not intermittent. Therefore, the proposal would not have an unreasonable impact on the safety and operation of the highway or pedestrians.

Conclusion

Subject to the suggested conditions, the development would be in accordance with the relevant national and local 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. 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 the Welwyn Hatfield Borough Council Local Plan and the National Planning Policy Framework.

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
500_PROJECTION_02		500 Projection	22 March 2024
LOZENGE_SIGN_01		Lozenge Logo	22 March 2024
LOZENGE_ILLUMINATION_01		Lozenge Logo Internal Illumination	22 March 2024
PR.00.E2		Proposed External Elevation 2	14 March 2024
PR.00.E1		Proposed External Elevation	14 March 2024
EX.00.E2		Existing External Elevation 2	14 March 2024
EX.00.E1		Existing External Elevation	14 March 2024
PL.00		Location and Block Plan	14 March 2024

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
17 May 2024