

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

DELEGATED APPLICATION

Application No: 6/2021/3050/ADV
Location: Moors Walk Neighbourhood Shopping Parade Welwyn Garden City AL7 2BQ
Proposal: Installation of 2x internally illuminated totem signs
Officer: Ms Kirsty Shirley

Recommendation: Granted

6/2021/3050/ADV

Context	
Site and Application description	The application site is the Moors Walk shopping parade. The proposal is for the installation of two totem signs within the curtilage of the Moors Walk shopping parade. One totem would be installed within an area of landscaping adjacent to the vehicular access, and the other totem would be installed on the grassed area adjacent to the northernmost row of vehicle parking spaces.
Constraints	Wards - Haldens - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 18.27
Relevant history	<p>Application Number: N6/1995/0569/AD Decision: Refused Decision Date: 28 September 1995 Proposal: Retention of externally illuminated wall mounted sign</p> <p>Application Number: N6/2007/0967/AD Decision: Granted Decision Date: 21 August 2007 Proposal: Two illuminated flagpole signs</p> <p>Application Number: N6/2011/2612/AD Decision: Granted Decision Date: 26 March 2012 Proposal: Installation of one illuminated and one non- illuminated box fascia sign</p> <p>Application Number: N6/2014/1337/FP Decision: Granted Decision Date: 15 September 2014 Proposal: Installation of wall mounted air conditioning unit</p> <p>Application Number: 6/2021/3050/ADV Decision: Not yet determined Decision Date: unknown Proposal: Installation of 2x internally illuminated totem signs</p> <p>Application Number: 6/2021/3173/FULL</p>

	Decision: Not yet determined Decision Date: unknown Proposal: Alterations to building façade, and erection of 1 x trolley bay involving the removal of 1 x existing trolley bay Application Number: 6/2021/3051/ADV Decision: Decision Date: Proposal: Installation of 2x internally illuminated fascia signs Application Number: 6/2021/3173/FULL Decision: Decision Date: Proposal: Alterations to building façade, and erection of 1 x trolley bay involving the removal of 1 x existing trolley bay		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 17 November 2021 Site Notice Expiry Date: 8 December 2021 Neighbour notification letters		
Summary of neighbour responses	None received		
Consultees and responses	HCC Hertfordshire Transport Programmes & Strategy - <i>The Highway Authority have no objections, therefore, would not wish to restrict the grant of planning permission</i> WHBC Estates Department – no response		
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):			
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): The proposed totems will measure approximately 2.1m (W) x 5.9m (H) x 0.31m (D). Both sides of each proposed totem will comprise two individual signs, with the store logo sign at higher level and a sign consisting of the Council's logo and text stating " <i>Moors Walk Neighbourhood Shopping Parade</i> " underneath. The applicant states the Council's Estate Department has been consulted and agreeable to the use of the logo. Each totem pole will consist of a galvanised steel pole finished in dark grey and the signage elements described above will extend off one side of each pole, much alike a flag on a pole. The Council logo and text signs will be internally-illuminated, as will the store logo signs which will have a maximum illuminance of 580 cd / sq.m. The illumination on the Lidl logo signs will be turned-off no later than one hour after the store has closed. The proposed signs would not appear out of context within the Moors Walk shopping parade which is comprised of retail and commercial units, and would not have an adverse impact on the character of amenity of the site over and above the existing situation.			

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 proposal would not have an adverse impact on the safety and operation of the highway or pedestrians.
Conclusion
The advertisement has been assessed in terms of amenity and public safety and are considered acceptable in both respects.

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 Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

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
PL01	A	Location Plan Signage A3	25 October 2021
PL02	D	Proposed Totem Signage A1	25 October 2021

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

Determined By:

Mr Derek Lawrence
13 December 2021