

**Our Ref: JM/KN0137/21**

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14<sup>th</sup> October 2021

Welwyn Hatfield Borough Council  
Council Offices  
The Campus  
Welwyn Garden City  
Hertfordshire  
AL8 6AE

Dear Sir or Madam

**LIDL FOODSTORE, 71 – 73 MOORS WALK, WELWYN GARDEN CITY, AL7  
2BQ  
APPLICATION FOR ADVERTISEMENT CONSENT  
PLANNING PORTAL REFERENCE: PP – 10307080**

We are instructed by Lidl GB Limited (Lidl) to submit an application for advertisement consent in relation to the above site.

The application seeks advertisement consent for:

*“Replacement building signage.”*

The application has been submitted via the Planning Portal. In addition to the completed Forms, the application is accompanied by the following:

- Location Plan Signage (Dwg no. PL-01 rev. A);
- Existing Building Elevations (Dwg no. PL-05 rev. A); and
- Proposed Building Signage (Dwg no. PL-03 rev. B).

This letter should be read by Officers in their assessment of the application.

## **THE PROPOSAL**

The existing building signage to the Lidl store is dated and in need of replacement.

It is proposed to remove the internally-illuminated fascia sign from above the store entrance doors and replace it with a Lidl logo sign. The logo sign will be internally-illuminated and will be applied to



an aluminium frame which, in turn, will be fixed to the building. The sign will measure 4.4m (W) x 1m (H).

It is also proposed to replace the non-illuminated square fascia sign at the far end of the building with a new Lidl logo sign. The new sign will be internally-illuminated and will be constructed from acrylic measuring 2m (W) x 2m (H). The sign will be set within an aluminium-coated box frame which will be fixed to the building.

## **RELEVANT PLANNING POLICY**

### DEVELOPMENT PLAN

The Development Plan for the site comprises the saved policies of the Welwyn Hatfield District Plan, which was adopted in April 2005. The policies were saved in 2008.

Saved Policy D1 requires the standard of design in new developments to be of a high quality. New development, including building signage, should have regard to the guidance contained in the Council's Supplementary Design Guide (2005).

### OTHER MATERIAL CONSIDERATIONS

The Council adopted its Supplementary Design Guide in February 2005, which provides guidance in relation to advertisements and signage. Section 6 of the Guide supplements saved Policy D1 and explains that building signage requiring express consent 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;
- respect the architectural features of the buildings on which they are displayed;
- not create visual clutter, thereby breaking up the visual rhythm of the street scene;
- not provide a visually intrusive level of illumination; and
- not be a danger to public safety.

The National Planning Policy Framework (NPPF) was updated in July 2021. The Framework seeks to secure the vitality of town centres and well-designed places. Specifically, paragraph 136 explains that places can suffer when advertisements are poorly designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

## **DISCUSSION**

The replacement signs, as proposed, will be very similar to the existing signs which benefit from advertisement consent (LPA reference: N6/2011/2612/AD). Accordingly, the principle of development for the proposed replacement signage must be considered acceptable.



The proposed signs will relate to the character, scale and design of the building. The first replacement sign will be installed on the section of the wall above the store entrance doors, in a logical and previously accepted position for an internally-illuminated sign. The second replacement sign will occupy a long-established signage area at the far end of the elevation, and will be identical in appearance to the existing Lidl logo sign, albeit internally-illuminated.

The proposed signs will be modest in scale and will respect the character and proportions of the building. They will not appear intrusive and since they are a direct replacement of the existing signage, they will not result in visual clutter. The signs will pose no danger to public safety and the level of illumination proposed is entirely acceptable.

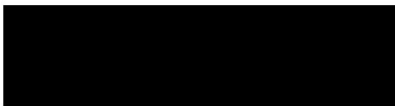
## **CONCLUSION**

Overall, the replacement signs are appropriate in terms of their usage, scale and design, and will not cause a public safety hazard, nor will they impact on local residential amenity. They comply with the guidance contained in the Supplementary Design Guide (2005) and thus accord with Policy DI of the Welwyn Hatfield District Plan.

We therefore conclude by stating that the application is in accordance with the Development Plan and should be approved without delay.

If you have any queries regarding the submission or require any additional information, please do not hesitate to contact us.

Yours faithfully



Jake McLeod  
Consultant  
Walsingham Planning

