

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

**DELEGATED APPLICATION**

**Application No:** 6/2021/3051/ADV  
**Location:** 71-73 Moors Walk Welwyn Garden City AL7 2BQ  
**Proposal:** Installation of 2x internally illuminated fascia signs  
**Officer:** Ms Kirsty Shirley

**Recommendation:** Granted

6/2021/3051/ADV

| <b>Context</b>                          |   |
|---|---|
| <b>Site and Application description</b> | The application site is a food store located within the Moors Walks shopping parade. Advertisement consent is sought for the replacement of two existing signs with two internally-illuminated fascia signs on the front elevation of the food store.   |
| <b>Constraints</b>                      | Wards - Haldens - Distance: 0<br>SAGB - Sand and Gravel Belt - Distance: 18.27  |
| <b>Relevant history</b>                 | <p>Application Number: N6/1995/0569/AD<br/> Decision: Refused<br/> Decision Date: 28 September 1995<br/> Proposal: Retention of externally illuminated wall mounted sign</p> <p>Application Number: N6/2007/0967/AD<br/> Decision: Granted<br/> Decision Date: 21 August 2007<br/> Proposal: Two illuminated flagpole signs</p> <p>Application Number: N6/2011/2612/AD<br/> Decision: Granted<br/> Decision Date: 26 March 2012<br/> Proposal: Installation of one illuminated and one non- illuminated box fascia sign</p> <p>Application Number: N6/2014/1337/FP<br/> Decision: Granted<br/> Decision Date: 15 September 2014<br/> Proposal: Installation of wall mounted air conditioning unit</p> <p>Application Number: 6/2021/3050/ADV<br/> Decision: Not yet determined<br/> Decision Date: unknown<br/> Proposal: Installation of 2x internally illuminated totem signs</p> <p>Application Number: 6/2021/3173/FULL<br/> Decision: Not yet determined<br/> Decision Date: unknown</p> |

|   |   |           |          |
|---|---|-----------|----------|
|   | Proposal: Alterations to building façade, and erection of 1 x trolley bay involving the removal of 1 x existing trolley bay   |           |          |
| <b>Consultations</b>  |   |           |          |
| <b>Neighbour representations</b>  | Support: 0  | Object: 0 | Other: 0 |
| <b>Publicity</b>  | Site Notice Display Date: 17 November 2021<br>Site Notice Expiry Date: 8 December 2021<br>Neighbour notification letter   |           |          |
| <b>Summary of neighbour responses</b>   | None received   |           |          |
| <b>Consultees and responses</b>   | HCC Hertfordshire Transport Programmes & Strategy - <i>The Highway Authority have no objections, therefore, would not wish to restrict the grant of planning permission</i> |           |          |
| <b>Relevant Policies</b>  |   |           |          |
| <input checked="" type="checkbox"/> NPPF<br><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>   |   |           |          |
| <b>Would the advertisement reflect the character of the building?</b>   |   |           |          |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A  |   |           |          |
| <b>Comment (if applicable):</b> The proposed signs replace existing signs within the site and are similar in size and style to the existing signs. The proposed sign located above the store entrance will continue to be internally illuminated, but displaying a larger logo for the store. The proposed sign located to the right of the building will be internally illuminated, replacing the current non-illuminated sign. However this proposed sign will continue to display the store logo and will be the same size, shape and style as the current sign. 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. |   |           |          |
| <b>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)</b>  |   |           |          |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No   |   |           |          |
| <b>Comment (if applicable):</b> It is considered that the proposal would not have an adverse impact on the safety and operation of the highway or pedestrians.  |   |           |          |
| <b>Conclusion</b>   |   |           |          |
| 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:

| <b>Plan Number</b> | <b>Revision Number</b> | <b>Details</b>                  | <b>Received Date</b> |
|--------------------|------------------------|---------------------------------|----------------------|
| PL-01              | A                      | Location Plan Signage A3        | 25 October 2021      |
| PL-05              | A                      | Existing Building Elevations A1 | 25 October 2021      |
| PL-03              | B                      | Proposed Building 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