

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

DELEGATED APPLICATION

Application No: 6/2022/0837/ADV
Location: Cote Brasserie 1-3 Howardsgate Welwyn Garden City AL8 6AL
Proposal: Installation of 2 sets of externally illuminated fascia text signs and 2 externally illuminated projection signs
Officer: Ms Emily Stainer

Recommendation: Granted

6/2022/0837/ADV

| Context | |
|---|---|
| Site and Application description | The application premises is a ground floor unit which serves a restaurant. The property is located within the Welwyn Garden City Conservation Area on a prominent corner within the Garden City town centre. Advertisement consent is sought for the installation of 2 sets of externally illuminated fascia text signs and 2 externally illuminated projecting signs. |
| Constraints | CA - Conservation Area: WGC1; - Distance: 0 Town - Welwyn Garden City Town Centre - Distance: 0 Wards - Handside - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0 HPGU - Welwyn Garden City - Distance: 0 |
| Relevant history | <p>Application Number: C6/1988/7010/AD Decision: Granted Decision Date: 29 February 1988 Proposal: Illuminated fascia sign</p> <p>Application Number: C6/1988/7028/AD Decision: Granted Decision Date: 22 August 1988 Proposal: Illuminated fascia and projecting signs.</p> <p>Application Number: N6/2012/0379/AD Decision: Refused Decision Date: 13 April 2012 Proposal: Installation of internally illuminated fascia and projecting signs</p> <p>Application Number: N6/2012/1913/AD Decision: Granted Decision Date: 24 October 2012 Proposal: Installation of low voltage external fascia and projecting signs</p> <p>Application Number: 6/2015/2381/ADV Decision: Granted</p> |

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|--|---|-----------|----------|
| | Decision Date: 14 April 2016 Proposal: Installation of 2no non illuminated fascia signs and 2no non illuminated hanging signs | | |
| Consultations | | | |
| Neighbour representations | Support: 1 | Object: 0 | Other: 0 |
| Publicity | Site Notice Display Date: 26 April 2022 Site Notice Expiry Date: 18 May 2022 | | |
| Summary of neighbour responses | 50 Church Road - The new signage and fascia look stunning on this important corner location and bring an upmarket and contemporary look to the area. Fully supported. | | |
| Consultees and responses | <p>HCC Transport Programmes & Strategy - The highway authority previously responded to this application on 22 April and raised no objections. The proposed halo illumination of the fascia signs has now been changed to trough lighting. The proposed trough lights are just under 4m above the footway so will not present a danger to pedestrians. The highway authority otherwise refers to its previous response (which stated the highway authority did not wish to restrict the approval of this application subject to the inclusion of the condition and informatives listed).</p> <p>The Gardens Trust - On the basis of the information in this application we have no objection to the new-style of signage but are concerned about the bright blue as shown in the photographs. If this is the true colour proposed we consider that something more muted would fit better with the overall design of this important town centre junction.</p> <p>Place Services Conservation Officer - Previous comments stated that there were no objections to the proposed signage, but it was recommended that the internal illumination of the main sign was omitted. An amendment has been submitted that now proposes external lighting for the main sign. This is considered acceptable. The proposals are now in line with Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and Chapter 16 the NPPF.</p> | | |
| Relevant Policies | | | |
| <input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input checked="" type="checkbox"/> Supplementary Design Guidance <input checked="" type="checkbox"/> Welwyn Garden City Conservation Appraisal (September 2007) | | | |
| Main Issues | | | |
| Is the advertisement within a conservation area? | | | |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| Would the significance of the designated heritage asset be conserved or enhanced? | | | |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| Comment (if applicable): | | | |
| 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. The development is located within the Conservation Area: WGC1.

The Council's Conservation Officer reviewed the original proposal and whilst no objections were raised, noted that it was recommended the internal illumination of the main sign was omitted because the Welwyn Garden City Conservation Appraisal (September 2007) states that internally illuminated signs and excessive lighting can detract from the character of the Conservation Area. The internally illuminated sign alongside the external illumination of the hanging sign was considered to lead to excessive lighting which would not be sympathetic to the building or the appearance of the Conservation Area. Following these comments, the agent submitted a revised plan which omitted the internal lighting in the sign and the Conservation Officer has now confirmed this renders the proposal acceptable.

The Gardens Trust have commented that they have no objection to the new-style of signage but are concerned about the bright blue as shown in the photographs as something more muted would fit better with the overall design of this important town centre junction. It is unclear if this relates to the colour of the signage or the front of the premises. It is considered the satin dark blue and satin light blue colour on the proposed projecting signs is acceptable in design terms. As this application relates to the proposed signage only and not the other elements of the exterior of the building, an informative will be added advising the applicant that although advertisement consent is granted, if any further works require planning permission they will require a separate application.

Would the advertisement reflect the character of the area?

Yes No

Comment (if applicable):

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):

Howardsgate is a pedestrianised area. The Highways Authority have confirmed that subject to the suggested conditions and informatives, this level of development is unlikely to generate any extra movements which would ultimately lead to demonstrable harm to the highway network in terms of free flow and capacity.

Conclusion

Subject to the suggested conditions, the proposed signage at the site would be acceptable in terms of its impact upon amenity and the character of the area and upon highway safety.

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. The intensity of the illumination of the signs hereby permitted by this consent shall be no greater than 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: In the interests of the visual amenity of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005, 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) and the NPPF.

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 |
|--------------------|------------------------|--------------------|----------------------|
| 596536-2 | A | Proposed Signs | 10 May 2022 |
| 596536-3 | | Site Plan | 6 April 2022 |
| #00722667-28DCF1 | | Site Location Plan | 6 April 2022 |
| 596536-1 | | Existing Signs | 6 April 2022 |

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

Informatives:

1. Obstruction of highway: 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 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. Projecting signs: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway. Further information is available via the County Council's website: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047.
3. You are advised that whilst advertisement consent is granted for the proposed works, other external alterations to the building may require planning permission.

Determined By:

Mr Derek Lawrence
30 May 2022