

Mr Uluhan Genc
15 Howardsgate
Welwyn Garden City
AL8 6AL

Application No: 6/2022/2811/ADV

Date of Refusal: 3 May 2023

WELWYN HATFIELD BOROUGH COUNCIL, in pursuance of powers under the above mentioned Act, hereby REFUSE consent to:

Development: Installation of x2 non-illuminated signs, 1 externally illuminated sign, retractable canopy, barriers at front of the restaurant and 1 externally illuminated projection sign (retrospective)

At Location: 15 Howardsgate Welwyn Garden City AL8 6BU

Applicant: Mr Uluhan Genc

Application Date: 9 March 2023

In accordance with the accompanying plans and particulars, for the reasons specified below:

1. By virtue of the design, location and illumination, the signage is a poor standard of design that is unduly prominent within the street scene of Howardsgate harming the character and visual amenities of the Conservation Area and the building on which they are displayed. Accordingly the proposal fails to make a positive contribution to the character and local distinctiveness of the area contrary to the National Planning Policy Framework and Policies D1 and D2 of the Welwyn Hatfield District Plan 2005, Policies SP11, SP15 and SADM15 of The Welwyn Hatfield Draft Local Plan Proposed Submission (August 2016) Incorporating The Proposed Main Modifications (January 2023, Supplementary Design Guidance and Guide to Shopfront and Advertisement Design.

REFUSED DRAWING NUMBERS

2.

Plan Number	Revision Number	Details	Received Date
		Site and Location Plan	9 March 2023
A103		Pre-Existing Elevation	6 February 2023
A104		Existing Floor Plan	6 February 2023
A105		Existing Section	6 February 2023
A106		Existing Elevation	6 February 2023

A107	Proposed Floor Plan	6 February 2023
A108	Proposed Section	6 February 2023
A109	Proposed Elevation	6 February 2023
A110	Proposed Portable Barriers	6 February 2023
A111	Proposed Signs & lights	6 February 2023
A101	Pre-Existing Floor Plan	6 February 2023
A102	Pre-existing section	6 February 2023

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).

Informative(s)

1. The signage which is the subject of this application is unauthorised. You are advised that it is a criminal offence to display signage without first obtaining advertisement consent, when required.
2. You are advised that whilst advertisement consent has not been granted for the proposed works, other external alterations to the building may also require planning permission.



Chris Carter
Assistant Director (Planning)

Town and Country Planning (Control Of Advertisements) (England) Regulations 2007

Appeals to the Secretary of State

- If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
- If you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of this notice;
- Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.
- The Secretary of State can allow a longer period for giving notice of an appeal, but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
- The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.
- If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.