

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

DELEGATED APPLICATION

Application No: 6/2017/1370/ADV
Location: 1 Bessemer Road Welwyn Garden City AL7 1GF
Proposal: Installation of 4 x non-illuminated vinyl signs
Officer: Mrs S Madyausiku

Recommendation: Granted

6/2017/1370/ADV

Context	
Site and Application description	<p>The application site is located on the north west side of the junction of Bessemer Road and Bridge Road, Welwyn Garden City. The site is located to the east of Welwyn town centre. The site is a commercial building occupied by Wickes.</p> <p>The application seeks advertisement consent for the installation of 4 x non-illuminated vinyl signs on the corner of the building fronting Bridge Road.</p>
Constraints	<p>EMPL - EA1 (Welwyn Garden City Industrial Area) - Distance: 0</p> <p>Wards - Peartree - Distance: 0</p>
Relevant history	<p>Application Number: 6/2015/1957/MAJ Decision: Granted Decision Date: 19 February 2016 Proposal: Erection of 2no industrial/distribution buildings comprising a mix of commercial uses: Unit 3 (sui generis builders merchant for the display, sale, storage of building, timber and plumbing supplies, plant and tool hire including outside display and storage); Unit 4 (Class A1 bulky goods retail warehouse) and Units 5 to 8 (Class B1(c), B2 and B8 with trade counters and ancillary showrooms, and sui generis tile merchants) including access and servicing arrangements, car parking, landscaping and associated works.</p> <p>Application Number: 6/2016/1381/ADV Decision: Granted Decision Date: 09 September 2016 Proposal: Installation of 1 illuminated fascia signs to both rear and front elevations</p> <p>Application Number: 6/2016/2495/ADV Decision: Granted Decision Date: 26 January 2017 Proposal: Installation of 1 illuminated fascia sign to external cladding at high level to east elevation, rear of warehouse. Installation of 1 illuminated fascia sign to external cladding at high level to west elevation, rear of warehouse</p> <p>Application Number: 6/2017/0010/ADV Decision: Granted Decision Date: 21 February 2017</p>

<p>Proposal: Installation of 3 part illuminated Wickes building signs, 1 welcome sign, 1 directional post sign, 1 set of 2 poster frames and 6 sets of product letter.</p> <p>Application Number: 6/2017/0185/ADV Decision: Granted Decision Date: 28 March 2017</p> <p>Proposal: Installation of 4 fascia signs: 1x internally illuminated 3x non-illuminated on warehouse building.</p> <p>Application Number: 6/2017/0186/ADV Decision: Granted Decision Date: 28 March 2017</p> <p>Proposal: Installation of 5 fascia signs. 2x internally illuminated 3x non-illuminated</p> <p>Application Number: 6/2017/0201/ADV Decision: Granted Decision Date: 13 April 2017</p> <p>Proposal: Installation of 2no internally illuminated fascia signs, 8no non-illuminated fascia signs. 2no advertising trays attached to boundary fence and 2no freestanding signs</p> <p>Application Number: 6/2017/0501/ADV Decision: Granted Decision Date: 25 April 2017</p> <p>Proposal: Installation of 1x part illuminated fascia sign</p> <p>Application Number: 6/2017/0456/ADV Decision: Refused Decision Date: 12 May 2017</p> <p>Proposal: Erection of three internally illuminated freestanding forecourt signs 5m in height and 1.8m in width</p>			
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Neighbour letters		
Summary of neighbour responses	None		
Consultees and responses	<ol style="list-style-type: none"> 1. Welwyn Hatfield Borough Council - Councillor Malcolm Cowan 2. Welwyn Hatfield Borough Council - Councillor Steve Roberts 3. WHBC - Conservation - Andrew Robley The site is outside the conservation area but opposite the former Shredded Wheat Factory which is listed Grade II*, although the building currently facing the crossroads is not part of the listing and is intended to be replaced by a taller residential block as part of the approval on that site. No objection. 4. Welwyn Hatfield Borough Council - Councillor Helen Beckett 		
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 Comment: N/A
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):
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):
Conclusion
The proposal is acceptable in terms of visual amenity. The proposal would not pose a threat to highway safety or to cause harm to the amenities of adjoining occupiers.

Conditions:

- 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.

- 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.

- 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.

- 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.

- 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.

DRAWING NUMBERS

6. 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
x 1460-PL01	A	Proposed Dimensions Site Location Plan Site Plan	26 June 2017 12 July 2017 21 July 2017
Elevations signage		Elevations signage existing and proposed	21 July 2017

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

Determined By:

Mr C Carter
6 September 2017