

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

**DELEGATED APPLICATION**

**Application No:** 6/2017/1413/ADV  
**Location:** 25 Wigmores North Welwyn Garden City AL8 6PG  
**Proposal:** Installation of 1 x non-illuminated fascia sign and 2 x non-illuminated vinyl signs  
**Officer:** Ms R Collard

**Recommendation:** Granted

6/2017/1413/ADV

<b>Context</b>			
<b>Site and Application description</b>	<p>The application site is a shop unit located within the Welwyn Garden City Conservation Area, Town Centre and Primary Retail Core.</p> <p>The property is located on the southern side of Wigmores North, the application seeks advert consent for the installation of 1 non-illuminated fascia sign and 2 non-illuminated vinyl signs.</p>		
<b>Constraints</b>	<p>CA - Conservation Area: WGC1; - Distance: 0</p> <p>PRC - Primary Retail Core (Primary Retail Core) - Distance: 0</p> <p>Town - Welwyn Garden City Town Centre - Distance: 0</p> <p>Wards - Handside - Distance: 0</p> <p>HEN - No known habitats present (medium priority for habitat creation) - Distance: 0</p>		
<b>Relevant history</b>	N6/2015/0758/AD – Installation of 1 no non-illuminated sign – Withdrawn 26 <sup>th</sup> October 2015		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	<p>Site Notice Display Date: 12 July 2017</p> <p>Site Notice Expiry Date: 2 August 2017</p> <p>Press Advert Display Date: 19 July 2017</p> <p>Press Advert Expiry Date: 2 August 2017</p>		
<b>Summary of neighbour responses</b>	None received		
<b>Consultees and responses</b>	<p>No comments have been received from Councillors</p> <p>Conservation Officer – No comments received</p>		
<b>Relevant Policies</b>			
<input checked="" type="checkbox"/> NPPF <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 checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Would the significance of the designated heritage asset be conserved or enhanced?</b>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>Comment:</b> The Council has produced Supplementary Design Guidance for advertisements in Conservation Areas. It states the following : ‘All advertisements requiring express consent must comply with the following criteria:- (i) advertisements and signs will only be granted consent where they do not harm the character and visual amenities of the Conservation Area or the building on which they are displayed, in terms of design, materials, scale, detail, and method of illumination. Consent will not be granted for any proposal that would detract from the special architectural or historical character of any building in the Conservation Area or the Conservation Area as a whole; (ii) within the Welwyn Garden City town centre, as defined on the inset plan, all proposals for signs and advertisements must accord with the detailed design guidance set out below. Further guidance has been provided for advertisements in the town centre according to building type. This guide has identified that the site has a ‘designed entablature’ characteristic, which incorporates a cornice, fascia and sub fascia running along the length of the facade. The Supplementary Design Guidance stipulates that the following, design criteria will be applied to these properties: (i) the preferred form of advertisement is individual lettering fixed directly to the white painted fascia; (ii) no signage should exceed the depth of the fascia; (iii) a box sign with a white or opal coloured background is acceptable; (iv) a box sign with a coloured background which is less than 1/3rd of the length of the fascia, centrally positioned to show a white background on either side, will also be acceptable; (iv) any sign contained on a sub- fascia, contained within the framework of the main fascia and pilasters may have a coloured background. The proposed fascia sign would be non-illuminated, clarification with the applicant has confirmed that the existing white wooden fascia would be retained and black vinyl lettering and logo is to be painted onto the white fascia board. This would be in compliance with the Supplementary Design Guidance and the shop front and advertisement Design guide. The proposed vinyl signs would be placed within the shop window and are not considered to appear prominent and therefore no objections are raised with regards to these.
<b>Would the advertisement reflect the character of the area?</b>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>Comment</b> (if applicable):
<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</b> (if applicable):
<b>Would the advertisement maintain public safety?</b> (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 <b>Comment</b> (if applicable):
<b>Conclusion</b>
The proposal is considered acceptable in terms of visual amenity. The proposal is not considered to pose a threat to highway safety or to cause harm to the amenities of adjoining occupiers.

**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 illumination of the sign.

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>
I		Location Plan	29 June 2017
DT/WGC/PL 1 2/2		Proposed Elevations	29 June 2017
DT/WGC/PL 1 1/2		Existing & Proposed Elevations	29 June 2017

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

**Determined By:**

Mr C Carter  
10 August 2017