

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

DELEGATED APPLICATION

Application No: 6/2017/2907/ADV
Location: Bessemer Road Welwyn Garden City AL7 1HH
Proposal: Installation of 2x Internally Illuminated Signs, 2x internally illuminated Posterboard Signs, 1x non-illuminated Logo Sign and 4x Graphic Signs
Officer: Mr William Myers

Recommendation: Granted

6/2017/2907/ADV

6/2017/2007/RDV

Context			
Site and Application description	The site is located to the east of Bessemer Road, with the retail unit being set back from the road by approximately 90m. The surrounding area is characterised by a mixture of offices, industrial and retail activities. These various commercial activities have a variety of adverts displayed upon them. These advertisements vary in both its size and style, with the result that there is no defined character or style to the advertisements within the immediate area.		
Constraints	Wards - Peartree - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0		
Relevant history	Application Number: 6/2016/1058/FULL Decision: Granted Decision Date: 16 September 2016 Proposal: Regeneration of the site to provide a new retail Aldi foodstore (A1) with associated parking, servicing and landscaping Application Number: 6/2016/1481/FULL Decision: Granted Decision Date: 05 January 2017 Proposal: Construction of a car park to provide 37 car parking spaces.		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 4 January 2018 Site Notice Expiry Date: 25 January 2018		
Consultees and responses	Hertfordshire County Council Comment - Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission. The location of the signage is within the curtilage of the site, not on highway rights land nor overhanging a footpath or other highway feature. The location of the signage is such that it would be unlikely to impact highway		

	<p>visibility or the interaction between the sites internal movements and access for vehicles, therefore not representing a detrimental impact to highway safety.</p> <p>It is considered unlikely that the proposal will have a material impact to highway capacity or safety, and the highway authority presents no objections to the proposal.</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	
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 checked="" type="checkbox"/> No	
Comment (if applicable): 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): It is considered further to the advice received from the Highways Authority, that subject to an appropriate condition being imposed on an approval to restrict the illumination levels of the new signage, that the proposals would have no implications on highway safety and would not affect the free and safe movement of users of the public highway.	
Conclusion	
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:

- 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.

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 signage permitted by this consent shall be no greater than within that recommended by the Institution of Lighting Engineers in their Technical Report No.5 (Third Edition-2001).

REASON: In the interests of the visual amenity and highway safety 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:

Plan Number	Revision Number	Details	Received Date
1268-CHE-100	D	Location Plan	15 December 2017
1268-CHE-120	A	Advertisement Site Plan	15 December 2017
1268-CHE-121	A	Advertisement Elevations	15 December 2017
1268-CHE-122	A	Advertisement Details	15 December 2017

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

Determined By:

Mr Michael Robinson
13 February 2018