

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

**DELEGATED APPLICATION**

**Application No:** 6/2018/1341/ADV  
**Location:** Waitrose Ltd Bridge Road Welwyn Garden City AL8 6AB  
**Proposal:** Installation of 43 x signs including 6x panel signs, 3x DFT signs, replacing 28x existing panel signs and replacing 1 panel sign with an illuminated fascia at car park entrance. Following removal of 5x existing panel signs  
**Officer:** Ms Louise Sahlke

**Recommendation:** Granted

6/2018/1341/ADV

<b>Context</b>			
<b>Site and Application description</b>	<p>Waitrose is located within the WGC Conservation Area. It is located within the town centre and primary retail core. The car park is located within the Historic Parks and Gardens (unregistered). Part of the application site is located within flood zone surface water areas (30, 100 and 1000).</p> <p>The proposal is for the erection of one illuminated advertisement, 8 vinyls and 11 panel advertisements. There are 42 other advertisements.</p> <p>Seven existing advertisements are to be removed. One advertisement is to be cleaned.</p>		
<b>Constraints</b>	<p>CA - Conservation Area: WGC1; - Distance: 0            Town - Welwyn Garden City Town Centre - Distance: 0            Wards - Handside - Distance: 0            Wards - Peartree - Distance: 0            SAGB - Sand and Gravel Belt - Distance: 21.7            HPGU - Digswell Sherrardspark - Distance: 0            PRC - Primary Retail Core (Primary Retail Core) - Distance: 0            Historic Parks and Gardens- Unregistered            Flood Zones Surface Water Areas</p>		
<b>Relevant history</b>	No specific planning history		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 0	Object: 0	Other: 0
<b>Publicity</b>	<p>Site Notice Display Date: 2 August 2018            Site Notice Expiry Date: 23 August 2018            Press Advert Display Date: 1 August 2018</p>		

	Press Advert Expiry Date: 15 August 2018
<b>Summary of neighbour responses</b>	None
<b>Consultees and responses</b>	Hertfordshire County Council - Hertfordshire Transport Programmes & Strategy – No objection.
<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  SD1 Sustainable Development GBSP2 Towns and Specified Settlements R7 Protection of Ground and Surface Water R28 Historic Parks and Gardens  <u>Draft Local Plan Proposed Submission 2016</u>  SP1 Delivering Sustainable Development SADM14 Flood Risk and Surface Water Management SP11 Protection and Enhancement of critical environmental assets SADM15 Heritage	
<b>Main Issues</b>	
<b>Are the advertisements within a conservation area?</b>	Yes.
<b>Would the significance of the designated heritage asset be conserved or enhanced? Impact on visual amenity?</b>	The proposed advertisements are considered acceptable in regards to their size, height, design, position and illumination. Therefore the proposed advertisements are not considered to impact on the Conservation Area or Historic Parks and Gardens unrequested.
<b>Impact on residential amenity?</b>	The advertisements would be located within the application site itself which is not bounded by residential uses. Therefore the proposed advertisements would not have a detrimental impact on the amenities of nearby residential properties.
<b>Impact on flood zones</b>	The proposed advertisements would not have an adverse impact on the flood zone surface water areas.
<b>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</b>	Yes.  Some of the proposed advertisements are adjacent to the public highway.  The Local Highways Authority raised no objections to the proposal. It is therefore considered that the proposals would not present a risk to public safety or highway safety due to its scale and position in relation to the highway.

measuring vehicle speed)	
<b>Conclusion</b>	
Grant consent	

**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.

## DRAWING NUMBERS

6. 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>
WA1.813.018 .024	D	Demise Plan	3 September 2018
0214-AZ- 002D	D	Car park signage-Ground Level 3	3 September 2018
0214-AZ- 002D	D	Car park signage- Ground Level 4	3 September 2018
0214-AZ- 002D	D	Car park signage- Ground Level 5	3 September 2018
0214-AZ- 002D	D	Car park signage - Ground Level 6	3 September 2018
0214-002D	D	Car park signage- Ground Level 7	3 September 2018
0214-AZ- 002D	D	Car park signage- Ground Level 8	3 September 2018
02-14-AP E01B	B	Car park signage - Upper level	3 September 2018
WAI.813.024	D	Details 10	3 September 2018
WAI.813.024	D	Details 11	3 September 2018
WAI.813.024	D	Details 12	3 September 2018
WAI.813.024	D	Details 13	3 September 2018
WAI.813.024	D	Details 14	3 September 2018
WAI.813.024	D	Details 15	3 September 2018
WAI.813.024	D	Details 16	3 September 2018
WAI.813.024	D	Details 17	3 September 2018
WAI.813.024	D	Details 18	3 September 2018
WAI.813.024	D	Details19	3 September 2018

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

### **Determined By:**

Mr Gerry Ansell  
5 September 2018