

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

**DELEGATED APPLICATION**

**Application No:** 6/2018/2355/ADV  
**Location:** The Parkway Bar Parkway Welwyn Garden City AL8 6JQ  
**Proposal:** Installation of 3 x externally illuminated built up letters signs  
**Officer:** Mrs Sarah Madyausiku

**Recommendation:** Granted

6/2018/2355/ADV

<b>Context</b>	
<b>Site and Application description</b>	<p>The application relates to a basement, ground and first floor premises located on the east side of Parkway. The unit is vacant but is within Use Class A4 (Drinking establishments), with the first floor level (that has separate access) being last used as a nightclub (Sui Generis).</p> <p>The application seeks advertisement consent for the installation of:</p> <ul style="list-style-type: none"> <li>- Three externally illuminated fascia signs. One above the entrance door and two above the glass windows- all at ground floor level.</li> </ul> <p>The internal use of the building does not impact on the Local Planning Authority's ability to assess the proposal for advertisements to serve the premises, provided that any new use does not fall outside of the lawful use of the premises.</p> <p>It is noted that the drawings submitted indicate that the premises would be used as a new restaurant (A3- Restaurants and Cafes).</p> <p>During the course of the application, the agent was advised that planning permission would be required for the change of use of the premises to a restaurant use falling within Use Class A3 (Restaurants and Cafes). The application has not been processed to date, so this application is assessed on the basis of the information submitted.</p>
<b>Constraints</b>	<p>CA - Conservation Area: WGC1; - Distance: 0</p> <p>Town - Welwyn Garden City Town Centre - Distance: 0</p> <p>Wards - Handside - Distance: 0</p> <p>SAGB - Sand and Gravel Belt - Distance: 0</p> <p>HPGU - Welwyn Garden City - Distance: 8.08</p>
<b>Relevant history</b>	<p>Application Number: 6/2018/2353/FULL      Decision: under consideration            Proposal: Installation of extraction flue at the rear.</p>

	Application Number: 6/2018/2354/FULL      Decision: under consideration Decision Date: Proposal: Alterations to shop front fenestration		
<b>Consultations</b>			
<b>Neighbour representations</b>	Support: 1	Object: 0	Other: 1
<b>Publicity</b>	Site Notice Display Date: 3 October 2018 Site Notice Expiry Date: 24 October 2018 Press Advert Display Date: 10 October 2018 Press Advert Expiry Date: 24 October 2018		
<b>Summary of neighbour responses</b>	<ul style="list-style-type: none"> <li>Gardens Trust, of which HGT is a member. Do not wish to comment</li> <li>83 Longcroft Lane      Comment: Design looks fine</li> </ul>		
<b>Consultees and responses</b>	1. Hertfordshire County Council - Hertfordshire Transport Programmes & Strategy      No objection 2. The Gardens Trust - The Gardens Trust      No objection		
<b>Relevant Policies</b>			
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input 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> (if applicable):			
<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 acceptable in terms of visual amenity. The proposal would not pose a threat to highway safety or cause harm to the amenities of adjoining occupiers. The application is therefore recommended for approval.			

**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.

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. The intensity of the illumination of the signage permitted by this consent to be illuminated shall be no greater than 200cd/m.

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.

7. The advertisement hereby permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates and shall be turned off at all other times.

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.

8. This consent does not authorise any flashing, intermittent or recurring form of illumination.

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

9. 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>
A100		Location & Block Plan	14 September 2018
A101		Existing Floor plans & Elevations	24 September 2018
A102		Proposed Floor plans & Elevations	24 September 2018
A103		Signage Details	24 September 2018

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

#### **Informatives:**

1. You will need planning permission to use the premises as a restaurant.

This consent relates solely to the installation of advertisements. During the course of the application, the agent was advised that planning permission would be required for the change of use of the premises from a drinking establishment to an A3 (restaurant). The application for a change of use has not been forthcoming, so the application is assessed on the basis of the information submitted. The advertisements do not impact on the Local Planning Authority's ability to assess the application provided the use of the property outside of its lawful use, is not altered.

#### **Determined By:**

Mr Michael Robinson  
27 November 2018