

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

DELEGATED APPLICATION

Application No: 6/2019/2759/ADV
Location: John Lewis & Partners Bridge Road Welwyn Garden City AL8 6TP
Proposal: Installation of 2x internally illuminated letter sign, 1x wall mounted letter sign, 2x internally illuminated light box sign, 4x canopy fascia black sign, 1x wall mounted letter sign, 2x wall mounted directional sign, 1x wall mounted logo topper, 1x wall mounted partner entrance sign, 1x window mounted customer collection panel sign, 2x vinyl applied to glazing sign, 2x rail mounted customer collection signs, 1x wall mounted customer collection entrance sign, 1x vinyl threshold on door, 6x wall mounted disclaimer sign, 2x wall mounted customer collection sign, 1x wall mounted delivery times sign, 1x rail mounted car seat sign, 1x wall mounted staff sign, 1x free standing car park times sign, 2x free standing car park disclaimer, 2x free standing disabled bay signs, and 4x wall mounted step free signs
Officer: Mrs Sarah Madyausiku

Recommendation: Granted

6/2019/2759/ADV

Context			
Site and Application description	The application site consists of a large retail building which fronts onto Parkway, The Campus and Wigmores North. It is occupied by John Lewis and Partners. The site also includes the car park to the east of the building.		
Constraints	CA - Conservation Area: WGC1; - Distance: 0 Town - Welwyn Garden City Town Centre - Distance: 0 Wards - Handside - Distance: 0 SAGB - Sand and Gravel Belt - Distance: 0 HPGU - Welwyn Garden City - Distance: 0 BLR - Brownfield Land Regisrty(Welwyn Garden City - Town Centre North SPD Site) - Distance: 0		
Relevant history	None		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 19 December 2019 Site Notice Expiry Date: 11 January 2020 Press Advert Display Date: 18 December 2019 Press Advert Expiry Date: 3 January 2020		
Summary of neighbour responses	None		
Consultees and responses	HCC Transport Programmes & Strategy - The proposals are not considered to result in any adverse impact on the public highway and are acceptable to the		

	Highway Authority subject to the suggested conditions and informatives that the applicant is required to carry out.
Relevant Policies	
<input checked="" type="checkbox"/> NPPF <input checked="" type="checkbox"/> D1 <input checked="" type="checkbox"/> D2 <input checked="" type="checkbox"/> Supplementary Design Guidance (SDG) Other: Manual for Streets	
Main Issues	
Is the advertisement within a Conservation Area?	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Would the significance of the designated heritage asset be conserved or enhanced?	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Comment (if applicable): See below.	
Would the advertisement reflect the character of the area?	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Comment (if applicable): In accordance with the Town and Country Planning (Control of Advertisement) (England) Regulations 2007, a local planning authority shall exercise its powers under the Regulations in the interests of amenity and public safety taking into account the provisions of the development plan, insofar as they are material, and any other factors. The Regulations state that factors relevant to amenity include the general characteristics of the locality including the presence of any features of historic, architectural, cultural or similar interest. In taking account factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed. The NPPF notes that poorly placed advertisements can have a negative impact upon the appearance of the natural and built environments. The Council's SDG notes that advertisement proposals should be well-designed and sensitively positioned and should relate to the character, scale and design of the building on which they will be displayed. They must not detract from the character of the building or the street scene. The size and position of signs should respect the architectural features of the building on which they are displayed and consent will not be granted for proposals that would create visual clutter, thereby breaking up the rhythm of the street scene. Illumination will also be carefully controlled, particularly in sensitive areas. The proposals would replace existing signage due to the rebranding of the company. Two additional signs would be installed, one on Wigmores North at ground level and one on The Campus inside the columned entrance. The position of the signs would maintain the character and appearance of the area. Overall no objections are raised with the proposed signs in line with policy and the NPPF.	
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): See above.	
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): The Highways Authority have confirmed that the proposals would not impact pedestrian safety and would not be contrary to the Manual for Streets guidance. The proposed illuminated signs are in accordance with the Institute of Lighting Technical Guidance as set out in their Technical Report 5 – Brightness of Illuminated Adverts (3rd Edition) would not be likely to affect drivers on the surrounding road networks. This advice can be given as an informative.	

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:

Plan Number	Revision Number	Details	Received Date
Location Plan	2.5	Location Plan	3 December 2019

WE-0037-02-4	2.5	Sign Location Plan Primary	4 December 2019
WE-0037-02-5	2.5	Sign Location Plan Ancillary	4 December 2019
WE-0037-02-6	2.5	Letter Sign	4 December 2019
WE-0037-02-7	2.5	Letter Sign 2	4 December 2019
WE-0037-02-8	2.5	Letter Sign 3	4 December 2019
WE-0037-02-9	2.5	Letter Sign 4	4 December 2019
WE-0037-02-10	2.5	Letter Sign 5	4 December 2019
WE-0037-02-11	2.5	Lighting for fascia band signs	4 December 2019
WE-0037-02-12	2.5	Letter Sign 6	4 December 2019
WE-0037-02-13	2.5	Letter Sign 7	4 December 2019
WE-0037-02-14	2.5	Letter Sign 8	4 December 2019
WE-0037-02-15	2.5	Letter Sign 9	4 December 2019
WE-0037-02-16	2.5	Letter Sign 10	4 December 2019
WE-0037-02-17	2.5	Customer Collection Sign 1	4 December 2019
WE-0037-02-18	2.5	Customer Collection Sign 2	4 December 2019
WE-0037-02-19	2.5	John Lewis Sign 1	4 December 2019
WE-0037-02-20	2.5	Partner Entrance Sign	4 December 2019
WE-0037-02-21	2.5	Customer Collection Sign 3	4 December 2019
WE-0037-02-22	2.5	Letter Sign 11	4 December 2019
WE-0037-02-23	2.5	Customer Collection Sign 4	4 December 2019
WE-0037-02-24	2.5	Customer Collection Sign 5	4 December 2019
WE-0037-02-25	2.5	Customer Collection Sign 6	4 December 2019
WE-0037-02-26	2.5	Letter Sign 12	4 December 2019
WE-0037-02-27	2.5	Letter Sign 13	4 December 2019
WE-0037-02-28	2.5	Letter Sign 14	4 December 2019
WE-0037-02-29	2.5	Customer Collection Sign 7	4 December 2019
WE-0037-02-30	2.5	Letter Sign 15	4 December 2019
WE-0037-02-31	2.5	Customer Collection Sign 8	4 December 2019
WE-0037-02-32	2.5	Letter Sign 16	4 December 2019
WE-0037-02-33	2.5	Deliveries Sign	4 December 2019
WE-0037-02-34	2.5	Car Seat Fitting Bay Sign	4 December 2019
WE-0037-02-35	2.5	Staff Only Sign	4 December 2019

WE-0037-02-36	2.5	Bike Shed Sign	4 December 2019
WE-0037-02-37	2.5	Bike Shed Sign 2	4 December 2019
WE-0037-02-38	2.5	Car Park Sign 1	4 December 2019
WE-0037-02-39	2.5	Car Park Sign 2	4 December 2019
WE-0037-02-40	2.5	Blue Badge Sign	4 December 2019
WE-0037-02-41	2.5	Blue Badge Sign 2	4 December 2019
WE-0037-02-42	2.5	Car Park Sign 3	4 December 2019
WE-0037-02-43	2.5	Step-free access sign	4 December 2019
WE-0037-02-44	2.5	Step-Free Access Sign 2	4 December 2019
WE-0037-02-45	2.5	Step-Free Access Sign 3	4 December 2019
WE-0037-02-46	2.5	Step-Free Access Sign 4	4 December 2019
WE-0037-02-48	2.5	Removal of sign	4 December 2019

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

Informatives:

1. The illuminated advertisements hereby permitted shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2011'.
2. Obstruction of public highway land: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence. Further information is available via the website <http://www.hertsdirect.org/services/transtreets/highways/> or by telephoning 0300 1234047

Determined By:

Mr Mark Peacock
27 January 2020