

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

DELEGATED APPLICATION

Application No: 6/2020/0013/ADV
Location: Campus West The Campus Welwyn Garden City AL8 6BX
Proposal: Replacement signage to main building facade and entrance canopy including 1 x illuminated projecting sign, 1 x non-illuminated fascia sign 1 x non-illuminated freestanding sign
Officer: Ms Emily Stainer

Recommendation: Granted

6/2020/0013/ADV

Context	
Site and Application description	<p>The application site comprises a large building known as Campus West. Within the east of this wider site is a library, the central part of the site contains a cinema and meeting rooms, whilst the west of the site is occupied by 'Roller City'. The site is located on the B195 Campus Roundabout, at the junction with Digswell Road. The main entrance faces towards the road.</p> <p>The site falls within the Welwyn Garden City Town Centre and Conservation Area.</p> <p>This application seeks advertisement consent for the installation of three signs. The works can be summarised as the following:</p> <ul style="list-style-type: none"> • 1 x non-illuminated fascia sign to entrance canopy • 1 x non-illuminated freestanding sign • 1 x internally illuminated static light box sign
Constraints	<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 - Digswell Sherrardspark - Distance: 0</p>
Relevant history	<p>Application Number: C6/1988/7048/AD Decision: Granted Decision Date: 21 October 1988 Proposal: Non illuminated signs</p> <p>Application Number: N6/1992/7046/AD Decision: Granted Decision Date: 21 January 1993 Proposal: Internally illuminated box sign</p> <p>Application Number: N6/1998/0901/AD</p>

	Decision: Granted Decision Date: 20 November 1998 Proposal: Re-location of existing signage Application Number: N6/1999/0353/AD Decision: Granted Decision Date: 30 July 1999 Proposal: Illuminated and non-illuminated signage Application Number: N6/2004/1697/AD Decision: Granted Decision Date: 21 January 2005 Proposal: Self illuminating moving electronic LED display signage Application Number: N6/2009/2715/AD Decision: Granted Decision Date: 15 February 2010 Proposal: Installation of two non-illuminated fascia signs and one hanging sign		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 8 January 2020 Site Notice Expiry Date: 29 January 2020		
Summary of neighbour responses	None		
Consultees and responses	HCC Transport Programmes & Strategy – No objection subject to suggested conditions and informatives.		
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 checked="" type="checkbox"/> Yes <input type="checkbox"/> No The development is located within the Conservation Area: WGC1.			
Would the significance of the designated heritage asset be conserved or enhanced?			
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Comment (if applicable):			
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 National Planning Policy Framework notes that poorly placed advertisements can have a negative impact upon the appearance of the natural and built environments.

The Supplementary Design Guidance 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 proposed advertisements would be located in similar positions to the existing signage on the building and frontage of the site. The position of the signs would not provide undue clutter within the site curtilage or appear overly prominent and the design would maintain the character and appearance of the area. The extent of the illumination has not been submitted as part of the application and therefore it is considered reasonable to secure this by way of condition. On this basis, the new signage would not harm amenity.

Accordingly the proposed development would be of a good standard of design which has paid special attention to the desirability of preserving and enhancing the character or appearance of this application site and this part of the Welwyn Garden City Conservation Area. Overall, there are therefore no objections raised with the proposed signs in line with local planning policy and the NPPF.

Would the advertisement reflect the character of the building?

Yes No 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)

Yes No

Comment (if applicable):

The Campus Roundabout is a classified road and provides a secondary distributor function in the road hierarchy. The Highways Authority have confirmed that the proposal is unlikely to have an impact on pedestrian safety.

Given the proposal involves the installation of one internally illuminated static sign, a condition restricting the level of illumination is recommended which will ensure that drivers of vehicles along the adjacent public highway are not dazzled or distracted, prejudicial to highway safety.

Conclusion

The proposed signage at the site would be acceptable in terms of its impact upon amenity and the character of the area and upon highway safety.

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. The intensity of the illumination of the signs permitted by this consent shall be no greater than within that 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'.

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
195-	P2	Existing Elevations 2	6 January 2020

CWW_07_20 1			
195- CWW_07_21 0	P2	Proposed Elevations 1	6 January 2020
195- CWW_07_00 1	P2	Location Plan	6 January 2020
195- CWW_07_01 0	P2	Existing Block Plan	6 January 2020
195- CWW_07_20 0	P2	Existing Elevations 1	6 January 2020
195- CWW_07_21 1	P2	Proposed Elevations 2	6 January 2020

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

Informatives:

1. 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.hertfordshire.gov.uk/services/transtreets/highways/> or by telephoning 0300 1234047.

2. The applicant is advised that all areas for parking, storage, and delivery of materials associated with the construction of this development should be provided within the site on land which is not public highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence.

Further information is available via the website:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/development-management/highways-development-management.aspx> or by telephoning 0300 1234047.

Determined By:

Mr William Myers
20 February 2020