

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

DELEGATED APPLICATION

Application No: 6/2021/2994/ADV
Location: 17-19 Howardsgate Welwyn Garden City AL8 6AL
Proposal: Installation of 1 x internally illuminated sign, 1 x internally illuminated fascia sign, 1 x externally illuminated sign, and 1 x externally illuminated hanging sign (retrospective).
Officer: Mrs Sarah Madyausiku

Recommendation: Granted

6/2021/2994/ADV

Context	
Site and Application description	<p>The application relates to a restaurant located within the ground and first floor levels of a building on a corner plot facing onto Howardsgate and Wigmores North.</p> <p>The application site is located within the Welwyn Garden City Town Centre and the Welwyn Garden City Conservation Area as identified in the Welwyn Hatfield District Plan 2005 and located within the Mixed Use Frontages in the primary retail core of Welwyn Garden City town centre.</p> <p>This application is for advertisements that have already been installed. Advertisements were approved on this site under application ref: 6/2019/3218/ADV, however, some alterations were made and this application is submitted as a result.</p> <p>The changes include an altered fascia sign and hanging sign and an additional externally illuminated "board" sign on the north elevation (fronting Wigmores North).</p>
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 - Welwyn Garden City - Distance: 8.38</p>
Relevant history	<p>-Application Number: 6/2018/1232/FULL Decision: Granted Decision Date: 01 February 2019 Proposal: Change of use from A1 Post Office to A3/A4 Restaurant and Drinking Establishment with associated works</p> <p>-Application Number: 6/2019/3218/ADV Decision: Granted Decision</p>

	Date: 18 February 2020 Proposal: Installation of 1 x fascia internally illuminated hanging sign, 2 x externally illuminated static hanging signs and 1 x internally illuminated static mounted menu board		
Consultations			
Neighbour representations	Support: 0	Object: 0	Other: 0
Publicity	Site Notice Display Date: 16 November 2021 Site Notice Expiry Date: 7 December 2021 Press Advert Display Date: 17 November 2021 Press Advert Expiry Date: 8 December 2021		
Summary of neighbour responses	None		
Consultees and responses	No objection from: -Hertfordshire County Council - Hertfordshire Transport Programmes & Strategy -The Gardens Trust Amendments suggested: -Conservation Officer - Maria Kitts		
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 Welwyn Garden City Conservation Area.			
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 advertisements are installed at ground floor level on a building that is a bland, institutional building without the character of some of the other buildings along Howardsgate. It does maintain the rigid composition and proportions of the Howardsgate frontage however, less detail is provided in regard to the Wigmores North elevation.

There are no objections to the fascia sign or hanging sign on Howardsgate. The application has been assessed by the Conservation Officer, who considers that the "board" sign on the north elevation (fronting Wigmores North) is not sympathetic to the building or the appearance of the Conservation Area due to its size, illumination and position low on the elevation.

With regard to this externally illuminated "board sign" it is located at ground floor level on the north elevation (fronting Wigmores North). It is made of timber and is illuminated from above by 3 swan neck lights. The design and method of illumination of the sign is not at odds with the more bland elevation of this section of the building. The sign neither attracts nor detracts from its surroundings. It has a neutral impact on the character and appearance of this application site and this part of the Welwyn Garden City Conservation Area and is, on balance, acceptable in terms of its impact upon amenity and the character of the area.

Overall the proposal is not harmful to the amenity of the area.

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 Highways Authority have confirmed that the proposals are unlikely to have any impact on pedestrian. Two conditions relating to the levels of illumination and height of the projecting sign are included to maintain public safety.

Conclusion

The advertisements sought have been assessed in terms of amenity and public safety and are considered acceptable in both respects.

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 illumination 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' and thereafter be maintained.

REASON: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018)

7. The projection signs must be at a height of, or greater than 2.3 m vertically above the footpath and no less than 500mm horizontally from the edge of the carriageway.

REASON: The above condition is required in the interests of pedestrians/highway safety and in accordance with Roads in Hertfordshire: A guide for new developments, 3rd edition, Sect 4, Ch 1, (1.9).

DRAWING NUMBERS

8. 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
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Location Plan	Location Plan	19 October 2021
LNG4198.BP .C	Block Plan	19 October 2021
LNG4198.07 B	Proposed Elevations & Signage	19 October 2021

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

Informatives:

1. 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 Derek Lawrence
17 December 2021