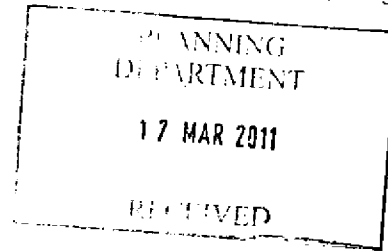


MP



Planning Regeneration and Development



Welwyn Hatfield Borough Council,
The Campus,
Welwyn Garden City,
Herts,
AL8 6AE

15th March 2011

Our Ref: 09/873

Dear Sirs

On behalf of Aldi Stores UK, please find enclosed an application for advertisement consent, at the Aldi store located at the Parkhouse Court shopping centre, Hatfield.

Aldi have been trading from the premises since 2008 and indeed acts a key anchor to the centre. The application follows a number of discussions with officers, including following refusal of a previous proposal (Application Reference S6/2007/0150/AD), which related to a sign to be displayed in the same location, although at that time the reason for refusal was as the sign was considered to be divorced from the store. However; as outlined in discussions, the location of the sign is critical to advertise the store. This situation arises as, given the layout of the centre (ie where this is set back from Comet Way by 80m) the store, and indeed the centre, significantly lack visual presence and therefore fails to attract trade. Indeed, the store has noticed a significant decline in trade since the sign was removed.

14-15 Regent Parade
Harrogate HG1 5AW

www.planningpotential.co.uk
info@planningpotential.co.uk

T: 01423 226144
F: 01423 527001

Further, officers will be aware that traders at Parkhouse Court approached the council in 2008 to discuss enhanced signage to the centre. It was during this time that it was accepted there was a need for the signage to be situated in the location again (as proposed) in order to be able to draw trade. Indeed this is consistent with PPG19 (paragraph 3) which emphasises the importance of ensuring trade can be attracted to a location to help promote vitality and viability.

Officers did request that the sign was amended. This was twofold; firstly that the sign was more directional, i.e. that it referred to both Aldi and Parkhouse Court. Secondly, officers requested the style of design of the sign was changed from the 'flag' style. To this end, the sign now proposed is an 'H' mounted sign to overcome concerns in respect of visual appearance. The sign needs to emphasise Parkhouse Court, including Aldi as anchor store, in order to encourage demand.

A secondary function of the sign is to be directional, as once the centre is recognised by local people and they are aware of the offer there, less direction will be needed.

In support of the proposals, please find enclosed:

- Application form
- Location and signage detail plan
- Application fee

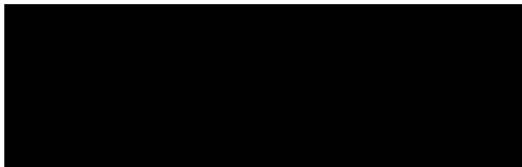
In summary, the proposals are essential to improve visual presence to Aldi and the district centre so as to improve trade, which has declined in the absence of effective advertising. We have also taken on board officers comments to

overcome residual points in respect of design and trust the proposals are acceptable.

We trust the enclosed is self-explanatory and look forward to written confirmation of validation.

In the meantime, please do not hesitate to contact Kate Sewell at these offices.

Yours Faithfully



Kate Sewell

