



## PLANNING DECISION NOTICE – REFUSAL

**S6/2011/578/AD**

**Erection of double faced internally illuminated Aldi 'H-mounted' sign to include Parkhouse Court directional sign**

**at: Aldi Store 11 Parkhouse Court HATFIELD**

Carriage Return

### Agent Name And Address

K Sewell  
Planning Potential  
14-15 Regents Parade  
HARROGATE  
HG1 5AW

### Applicant Name And Address

ALDI Stores  
C/O Agent  
Planning Potential  
14-15 Regents Parade  
HARROGATE  
HG1 5AW

In pursuance of their powers under the above mentioned Act and the Orders and Regulations for the time being in force thereunder, the Council hereby **REFUSE** the development proposed by you in your application received with sufficient particulars on 07/04/2011 and shown on the plan(s) accompanying such application.

The reason(s) for the Council's decision to refuse permission for the development is/are:-

1. The scale of the proposed H-mounted sign would result in a feature visually dominant within the streetscene and does not adequately relate to the Aldi store by virtue of approximately 80m separation. The proposed sign would result in visual clutter along Comet Way resulting in a harmful impact on the character and appearance of the area. The proposal conflicts with PPG19 Outdoor Advertisement Control and Policy D1 of the Welwyn Hatfield District Plan 2005 and does not conform to the criteria outlined in the Supplementary Design Guidance (Statement of Council Policy).

REFUSED PLAN NUMBER(S): 1:1250 Site Location Plan received and dated 7 April 2011 & 1944-20 Revision A received and dated 19 April 2011

Date: **02/06/2011**

Tracy Harvey  
Head of Development Control

**Continuation...**