

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2007/0695/AD
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NOTATION:

The site lies within Hatfield Town as designated in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The site is located at the Hatfield Galleria Centre. The proposed sign would be positioned on the south western elevation of the main building. The existing elevation has signage identifying the centre and two signs for shops within the centre. The proposal would adjoin an existing sign to the right side of the elevation. The building is clad in aluminium sheets and has several advertisements on other elevations.

DESCRIPTION OF PROPOSAL:

The proposed advertisement consists of the erection of a sign for Odeon cinemas. The proposed sign would measure 5.0m in width by 2.0m in height. This addition would be positioned directly below an existing shop sign for Donnay International. The base of the proposed sign would be 6.0m above the ground level below. The proposed sign would be internally illuminated with white writing on a blue background.

PLANNING HISTORY:

The site has an extensive planning history including other advertisements. There are not any previous applications that would have a direct bearing on the proposal.

SUMMARY OF DEVELOPMENT PLAN POLICIES:

Hertfordshire Structure Plan Review 1991 – 2011:
None.

Welwyn Hatfield District Plan 2005:

D1 – Design
D2 – Character and Context

Supplementary Design Guidance

Section 6 – Advertisements

CONSULTATIONS:

Hertfordshire Highways – No objection subject to conditions.

TOWN/PARISH COUNCIL COMMENTS:

Hatfield – No response received.

REPRESENTATIONS:

- None received.

DISCUSSION:

The main issues are:

- 1) Impact of the proposal upon the character of the area**
- 2) Impact of the proposal upon the amenity of adjoining occupiers**
- 3) Impact upon public amenity**
- 4) Impact upon highway safety**

The Supplementary Design Guidance indicates the criteria that advertisements should accord with, this includes:

1. Well designed and sensitively positioned relating to the scale, character and design of the building on which they are positioned and not detract from the character of the street scene
2. Size and position should respect the architectural features of the building
3. Proposals that would create visual clutter would not be permitted
4. Illumination should be carefully controlled and only permitted where it would not be visually intrusive
5. Consent will not be granted for any sign that would be a danger to public safety.

Policy D1 requires all new development to be of a high quality of design incorporating the design principles of the plan & SPG. Policy D2 requires the character and context of the development to respect the area in which it is proposed, improving or enhancing the character of the area where possible.

The nearest residential dwellings are sited a sufficient distance away from the application site to ensure that the proposal would not have an adverse impact upon the residential amenities of the neighbouring occupiers. Any view of the proposal from surrounding residential dwellings would be no worse than the current view of the centre and advertisements.

The proposal would be located on a particularly large building. Due the size of the building and distance which separates it from the areas that it is viewed, relatively large signage is required to identify the building. The proposed signage would be appropriate in terms of its size in relation to the building and elevation that it would be positioned on. The proposed signage would not appear particularly prominent within the street scene and would not have an adverse impact upon the character and appearance of the street scene. The proposed signage would not be excessive when considered with the existing signage within the locality and the proposed development would not result in a cluttered appearance.

The elevation in question currently has one shop sign and it would not be appropriate to allow too many signs, which could result in a cluttered appearance. However, the proposed sign relates to the cinema which is considered to be a major feature of the centre. Although the proposal may be acceptable further additions may not. The proposed development therefore complies with D1 and D2 of the Welwyn Hatfield District Plan 2005.

The proposed development would be set back from the boundary with the public highway. The proposed signage has been assessed by Hertfordshire Highways who have not raised an objection, provided the intensity of the illumination is controlled to prevent drivers from being dazzled.

CONCLUSION: The proposed signage would not have an adverse impact upon the character and appearance of the locality and would not result in a clutter of signage and street furniture. The proposed signage would not result in a loss of residential amenity and is considered to meet the relevant requirements of the Welwyn Hatfield District Plan 2005.

RECOMMENDATION: APPROVAL WITH CONDITIONS

CONDITIONS:

1. C10 – Advertisements (1-5)

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against development plan policies of the, Welwyn Hatfield District Plan 2005 GBSP2, SD1, D1 and D2, in addition to the Human Rights Act 1998, which indicate that the proposal should be approved. Material planning considerations do not justify a decision contrary to the Development Plan (see Officer's report which can be inspected at these offices).

INFORMATIVES:

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Association of Public Lighting Engineering in the publication "Brightness of illuminated Advertisements" A.P.L.E. Technical Report No 5.

Reason: So that drivers of vehicles along the adjacent highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway. In compliance with the Supplementary Design Guidance of the Welwyn Hatfield District Plan 2005.

DRAWING NUMBERS:

Site 893/HAT-001 Location Plan 1:1250 & 893/HAT-005 & 893/Hat-701 & Photomontage drawing number 1 all date stamped 3 May 2007.

Signature of author..... Date.....