

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2007/895/AD
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NOTATION:

The site lies within the Bishops Square Employment Area as designated in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The site is situated on the northern side of Comet Square to the north of Comet Way. The site forms part of the Hatfield Aerodrome site and is located within the Bishops Square Employment Area (EA7), which covers an area of approximately 8 hectares.

DESCRIPTION OF PROPOSAL:

The application seeks advertisement consent to erect one illuminated fascia and a projecting sign to the front façade of the building.

The fascia would have dimension of 4500 mm x 1100 mm and would be green, yellow and white in colour and illuminated.

The projecting sign would have dimensions of 300mm x 200mm and also be green, yellow and white in colours and internally illuminated.

PLANNING HISTORY:

There is no relevant planning history to date.

SUMMARY OF DEVELOPMENT PLAN POLICIES:

Hertfordshire Structure Plan Review 1991 – 2011:
None relevant

Welwyn Hatfield District Plan 2005:

EMP1 – Employment Areas

EMP2 – Acceptable Uses in Employment Areas

D1 - Quality of Design

D2 - Character and Context

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005 –
Section 6 Advertisements

CONSULTATIONS

No additional statutory consultees were notified.

TOWN/PARISH COUNCIL COMMENTS

Hatfield Town Council – have not commented on the proposals to date.

REPRESENTATIONS

None. A site notice was erected on 16/7/2007. Period expired 6/8/2007.

DISCUSSION:

The main issues are:

- 1. Impact on employment area**
- 2. Impact on street scene and character of area**
- 3. Impact on neighbouring amenity and highways safety**

Employment Area

Bishops Square is identified as an Employment Area (EA7). Policy EMP2 states that the proposal should not, due to the scale of the employment generated, have an unacceptable impact on the demand for housing in the travel work area, local and/or strategic transport infrastructure, amenities of and nearby residential properties and the development should provide adequate parking, servicing and access. The development at Unit 2 Park House complies with these criteria, as its A3 use has already been established and the proposed signs would not effect parking provisions or generate any additional staff or vehicle movements. Residential amenity would not be affected, as the site is well embedded within the Hatfield Aerodrome site and screened by a hotel and various buildings from all directions. This complies with Policy EMP2 of the Welwyn Hatfield District Plan Review 2005.

Impact on street scene and character of area

Policies D1 and D2 are relevant and require that all development is of a high quality design and would reflect and relate to the character and context of the site.

Section 6 of the Supplementary Design Guidance expands on Policies D1 and D2 of the District Plan and requires that all advertisements are well designed and sensitively positioned to enhance the attractiveness of a building and the street scene. It states that careful attention to good design of signs and advertisements, in relation to their size, appearance, position and type of illumination can contribute to the attractiveness of a building and the street scene of which it forms a part.

The signs have been well designed and are of a similar type and size to the existing signs within the Employment Area, which include both non-illuminated and illuminated signs. These are existing signs at the hotel and KFC to the east of the site and the site is within close proximity to the new District Centre to the East, which contains a mixture of uses with varying designs and signage. In addition, the choice of colours of green, yellow and white are considered acceptable and appropriate to the site.

It is therefore considered that the proposed illuminated fascia and projecting sign would not cause significant harm to the visual amenity of the area, particularly given that several fascias and signs exist within close proximity to the site and given the use of this particular part of the Hatfield Aerodrome site. They would respect the existing character of the area and therefore meet the requirements of Policies D1 and

D2 of the Welwyn Hatfield District Plan 2005 and the material contained within Section 6 (Advertisements) of the Supplementary Design Guidance 2005.

Impact on neighbouring amenity and highway safety

The site is well embedded within an established employment area contained within the Hatfield Aerodrome site and therefore, due to substantial screening from other buildings, the proposed sign would have little impact on residential amenity or highway safety.

CONCLUSION:

The proposed illuminated fascia and projecting sign are of an acceptable design, which reflects the character of the site and surrounding area and are an acceptable use within the Employment Area. This complies with Policies D1, D2 and EMP2 of the Welwyn Hatfield District Plan 2005 and the material contained within Section 6 of the Supplementary Design Guidance 2005.

The proposed advertisement flag poles would not have a detrimental impact on residential amenity.

RECOMMENDATION: GRANT EXPRESS ADVERTISEMENT CONSENT FOR FIVE YEARS

CONDITIONS

- 1) C.10 – Standard Advertisements

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against development plan policies (i.e. Welwyn Hatfield District Plan 2005 EMP1, EMP2, D1, 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:

None

DRAWING NUMBERS:

Site Location Plan & 1103 1 and 1103 2 and date stamped 15 June 2007.

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