

**WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL**  
**DELEGATED REPORT**

<b>APPLICATION No:</b>	<b>S6/2007/1435/AD</b>
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**NOTATION:**

The site is located within Hatfield Aerodrome (Inset 3) as designated by the Welwyn Hatfield District Plan 2005.

**DESCRIPTION OF SITE:**

The site consists of unit 8A situated on the south west side of Parkhouse Court (Formally Comet Square). The unit forms part of the ground floor of a four storey residential apartment block. The adjoining units either side of the application site have been designated for use class A1.

**DESCRIPTION OF PROPOSAL:**

This application seeks advertisement consent for the installation a non-illuminated fascia sign.

The fascia sign would measure 5500mm x 750mm and would be flush with the shopfront. The proposed sign would have a white acrylic background with dark blue lettering edged in silver. The main display reads “Charlie’s”

**PLANNING HISTORY:**

S6/2007/1433/FP – Installation of a New Shop Front (Pending)

**SUMMARY OF DEVELOPMENT PLAN POLICIES:**

Hertfordshire Structure Plan Review 1991 – 2011:

None

Welwyn Hatfield District Plan 2005:

D1 Quality of Design

D2 Character and Context

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005

**CONSULTATIONS**

None

## TOWN /PARISH COUNCIL COMMENTS

None

## REPRESENTATIONS

The application was advertised by site notice only.

Notification expired 19 October 2007.

No letters of representation were received.

## DISCUSSION:

The main issues are:

1. D1 Quality of Design
2. D2 Character and Context

### 1. D1 Quality of Design:

Supplementary Design Guidance 2005 sets out general guidelines for the design of advertisements. The design guidance supplements policy D1 'Quality of Design' of the Welwyn Hatfield District Plan 2005. Essentially there are two main issues in determination of advertisement applications. Firstly, the signage should not have a detrimental effect in terms of visual amenity and secondly, it should not pose a threat to public safety.

The Supplementary Design Guidance 2005 states that all advertisements requiring express consent must accord with the following criteria: (1) proposals should be well-designed and should relate to the character, scale and design of the building on which they are displayed; (2) the size and position of the signs should respect the architectural features of the buildings on which they are displayed; (3) proposals should not create visual clutter; (4) illumination will only be permitted where it would not be visually intrusive and is provided by discreet means.

The proposed signage by virtue of size and scale would not be overtly prominent and would not create visual clutter. The proposed sign is non-illuminated. There would be no impact on public safety. The materials used would be appropriate and in keeping with the character of the building and surrounding area. Therefore the proposals are in accordance with Policy D1 of the Welwyn Hatfield District Plan 2005 and the accompanying Supplementary Design Guidance (Statement of Council Policy).

### 2. D2 Character and Context:

The proposed signage would not have a negative impact on the character of the area. Therefore the proposals are in accordance with Policy D2 of the Welwyn Hatfield District Plan 2005 and the accompanying Supplementary Design Guidance (Statement of Council Policy).

**CONCLUSION:**

The proposal accords with the provisions of Policies D1 and D2 of the Welwyn Hatfield District Plan 2005 and the requirements of the Supplementary Design Guidance (statement of Council Policy).

**RECOMMENDATION: APPROVAL WITH CONDITIONS**

**CONDITIONS:**

1. C.10 – Advertisements

**SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:**

The proposal has been considered against development plan policies (i.e. Hertfordshire Structure Plan Review 1991 - 2011 & Welwyn Hatfield District Plan 2005 GBSP1, D1, D2, and Supplementary Design Guidance), 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**

Please note that should you intend to install security shutters this will require planning permission. It is suggested that you contact the duty officer to discuss the design of these.

**DRAWING NUMBERS:**

Site Location Plan & 2026-P01 & 2026-P02

Date Stamped 26/09/2007

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