

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2007/1657/AD
------------------------	------------------------

NOTATION:

The site is located within the Hatfield Aerodrome, Inset 3, as outlined in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The masterplan for the redevelopment of the Hatfield Aerodrome site, as adopted in the relevant Supplementary Planning Guidance dated November 1999 states that the *“creation of a District Centre is a key component of the overall development”* and that the *“area will become the heart of the scheme creating a sense of place within a high quality, safe environment”*. It is intended that the District Centre will contain, amongst other elements, appropriate shopping, food and drink, and health care uses, to serve the population of the new residential development.

The land covered by this designation is some 9.8 hectares adjoining the west side of Comet Way, located partly behind Waters Garage and Harpsfield Broadway, and stretching westwards to Mosquito Way, to include the listed hangar building. To the north of the District Centre site is the Commercial Area and the listed Administration Block and Canteen Block, whilst to the south are the Bishop Square offices and the recently rebuilt Beales Hotel.

This application concerns Unit 2, Hatfield District Centre. The unit is situated to the left of Comet Square; overlooking a large car park and is opposite the Galleria shopping centre. The unit is classified as a Class A1 use and is to be occupied by the foodstore Aldi.

DESCRIPTION OF PROPOSAL:

This application is for the installation of one internally illuminated advertisement on the entrance screen and an internally illuminated freestanding ‘H’ mounted sign in front of Aldi, unit 2, Hatfield District Centre.

PLANNING HISTORY:

S6/1999/1064/OP – Outline planning permission for the redevelopment of the Hatfield Aerodrome site in accordance with masterplan (including District Centre).

S6/2003/1137/OP – Full permission for 200 flats and Nursing Home, also outline permission for District Centre including shops, food and drink uses, hotel and health centre, day nursery, residential uses including affordable and key worker housing, bus interchange, servicing and car parking.

S6/2005/675/DE - Mixed use development of district centre comprising shops, food & drink uses, hotel, health centre, day nursery, 267 residential units including affordable and key worker housing, bus interchange, servicing, carparking and landscaping (reserved matters application following outline permission S6/2003/1137/OP).

S6/2007/1495/FP – Amendment to reserved matters approval reference S6/2005/675/DE to allow for internal alterations to units 3, 4 and 5 and for the subsequent change of use of units 4 and 5, Hatfield District Centre.

SUMMARY OF DEVELOPMENT PLAN POLICIES:

Welwyn Hatfield District Plan 2005:

D1 - Quality of Design
D2 – Character and Context
D5 – Design and Ease of Movement

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005

REPRESENTATIONS

The Welwyn Hatfield Access Group requested that the application be considered in relation to Policies D3 and D5 of the Welwyn Hatfield District Plan (2005), Building Regulations Part M, BS8300 Code of Practice and BS5588 Part 8 Emergency Access.

This application has been also advertised by means of a site notice and no representations have been received.

DISCUSSION:

The main issues are:

- 1) Impact of the proposal upon the character of the area**
- 2) Impact upon public amenity**

The Supplementary Design Guidance (2005) sets out the criteria that advertisements requiring consent must accord with:

1. Proposals should be well designed and sensitively positioned and should relate 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. The advertisements 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; and
5. Consent will not be granted for any sign that would be a danger to public safety.

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 area. The signs will also be finished in RAL 7015 to match the finish of the proposed shopfront. The size and position of the proposed advertisements also respect the architectural features of the building and should not create visual clutter. In addition to this, whilst the signs are illuminated the level of illumination is not visually intrusive and will not impact on public amenity.

The proposal therefore accords with both Policy D1 of the Welwyn Hatfield District Plan (2005), which requires all new development to be of a high quality of design, incorporate the design principles of the District Plan & Supplementary Design Guidance (2005), be appropriate to the setting and context of the area and be of the highest quality and Policy D2 which 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.

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 public 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:

Reason for Grant of AD (*Approvals only*):

The proposal has been considered against development plan policies (i.e. Welwyn Hatfield District Plan 2005 D1, D2 and D5), 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:

Proposed Shop Front Location Plan, 1944.01.A, date stamped the 5th November 2007;
Signage Site Plan, 1944.11.A, date stamped the 5th November 2007;
Proposed Signage Details, 1944.13, date stamped the 5th November 2007; and
Proposed Signage Floor Plan – Elevations, 1944.12.A, date stamped the 5th November 2007.

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