

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2007/1906/AD
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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 9 situated on the west corner of Parkhouse Court (Formally Comet Square). The unit forms part of the ground floor of a five storey residential apartment block. Unit 8 adjoining the application site to the east is currently vacant but has been designated for use class A1.

DESCRIPTION OF PROPOSAL:

This application seeks advertisement consent for the installation of an internally illuminated fascia sign and internally illuminated projecting sign.

The fascia sign would measure 4413mm width x 840mm height and would project approximately 170mm from the face of the building. The proposed sign would comprise of a powder coated white matt tray and box system with 3D white block lettering. Block letters raised by 10-20mm from fascia panel allowing internal 12 volt LED lights within each to produce a soft back glow. Logo burgundy and burgundy tinted translucent vinyl, internally illuminated by 50w static fluorescent tubes.

The proposed projecting sign measures 840mm width x 840mm height x 120mm depth with a clearance of approximately 2600mm over the footway. The proposed sign would comprise of a double sided powder coated white matt aluminium box system with cut out logo burgundy and burgundy tinted translucent vinyl internally illuminated via static fluorescent tube.

PLANNING HISTORY:

S6/2007/1954/FP – Retention of Shop Front (Pending)

S6/2007/795/FP – Amendment to reserved matters approval reference S6/2005/675/DE to allow for the relocation/swap of class A1 (shop) and class A3 (restaurant, bars and cafes) uses within the scheme, at units 8, 8A and 12A, Comet Square, Comet Way, Hatfield District Centre.

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).

SUMMARY OF DEVELOPMENT PLAN POLICIES:

National Planning Policy

PPG1 – Delivering Sustainable Communities

PPS6 – Planning for Town Centres

PPG19 – Outdoor Advertisement Control

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

Hertfordshire Highways – Hertfordshire County Council as highway authority does not wish to restrict the grant of permission.

TOWN /PARISH COUNCIL COMMENTS

None

REPRESENTATIONS

The application was advertised by site notice only.

Notification expired 25 January 2008.

One letter of representation was received from Welwyn Hatfield Access Group requesting that the development complies with Policy D3d and Policy D5 of Welwyn Hatfield District Plan 2005.

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 level of illumination is considered acceptable and not visually intrusive. The projecting sign has sufficient clearance over the footway and would not have a detrimental impact on amenity and public safety in accordance with Supplementary Design Guidance Section 6. The materials used would be appropriate and in keeping with the character of the building and surrounding area. Therefore the proposals are contrary to 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
6. C.10.1 – External Illumination

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against national planning policy, 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

1. Before proceeding with the installation the applicant shall contact Hertfordshire County Council's Mid West Herts Highways Area Office (01729 816 000) to obtain their requirements on the procedure to enter into a license agreement under section 178 of the Highways Act 1980 for the associated sign as part of the development. This should be carried out prior to any development work being carried out.

REASON: To ensure the safety of highway users and indemnify Hertfordshire County Council against any claims arising from the sign over the highway.

DRAWING NUMBERS:

Site Location Plan & Shop Front Elevation and Plan & Facia Sign Materials and Illumination & Projecting Sign Materials and Illumination & Internal Window Advertising and Signage & External Shop Illustration Excluding Signage & External Shop Illustration Including Proposed Signage & External Shop Illustration of Proposed Signage with Measurements and Details & Shop Facia Projecting Signage – Photomontage

Date Stamped 12/12/2007

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