

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

<b>APPLICATION No:</b>	<b>S6/2008/0150/FP</b>
------------------------	------------------------

**NOTATION:**

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

**DESCRIPTION OF SITE:**

The application site consist of an area of grass verge to the east side of Comet Way (A1001). The Aldi store is located approximately 80m to the east of the application site on the opposite side of a surface car park serving Parkhouse Court (Formally Comet Square). The Galleria outlet centre is located on the opposite side of Comet Way.

**DESCRIPTION OF PROPOSAL:**

This application seeks advertisement consent for the erection of one internally illuminated H-mounted sign.

The H-mounted sign including the supporting poles would measure 5.5m in height x 2.6m width. The supporting poles would be aluminium. The sign panel would be constructed from polycarbonate and finished with a double faced screen printed five colour foil logo. The sign would be fully illuminated by 10no. 58 Watt internal fluorescent tubes.

**PLANNING HISTORY:**

S6/2007/1657/AD - Installation of Two Internally Illuminated Signs (G)

S6/2007/1652/FP - Installation of New Shop Front (G)

S6/2007/1220/AD - Erection of an Internally Illuminated Sign on the Entrance Screen and an Internally Illuminated 'H-Mounted' Sign (W)

S6/2007/1218/FP - Installation of New Shopfront and Entrance Screen (W)

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

PPS1 Delivering Sustainable Communities  
PPG19 Outdoor Advertisement Control

Hertfordshire Structure Plan Review 1991 – 2011:

None

Welwyn Hatfield District Plan 2005:

D1 Quality of Design  
SD1 Sustainable Development  
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 subject suggested planning conditions.

## **TOWN/PARISH COUNCIL COMMENTS**

Hatfield Town Council – The Committee objected to the sitting of the sign. The Committee considered the sign should be placed closer to the store and not along Comet Way, a considerable distance from Aldi.

## **REPRESENTATIONS**

The application was advertised by site notice

Notification expired 11 March 2007

One letter of representation was received from Welwyn Hatfield Access Group.

## **DISCUSSION:**

The main issues are:

1. D1 Quality of Design and D2 Character and Context
2. SD1 Sustainable Development

### **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 indicates the criteria that advertisements should accord with, this includes: (i) proposals should be well-designed and should relate to the character, scale and design of the building on which they are displayed; (ii) the size and position of the signs should

respect the architectural features of the buildings on which they are displayed; (iii) proposals should not create visual clutter; (Viii) Consent will not be granted for any sign that would be a danger to public safety.

The scale of the proposed sign would result in a feature visually dominant within the streetscene. The proposed sign does not adequately relate to the Aldi store by virtue of approximately 80m separation. The proposed sign would result in visual clutter along Comet Way resulting in a harmful impact on the character and appearance of the area. The proposal is therefore contrary to Policies D1 of the Welwyn Hatfield District Plan 2005 and does not conform to the criteria outlined in the Supplementary Design Guidance (Statement of Council Policy).

**2. SD1 Sustainable Development:**

The applicant has not submitted a statement assessing the proposals against the sustainability checklist contained within the Supplementary Design Guidance. Therefore, there is a limited amount of information regarding the impact of the proposals in terms of sustainability.

**CONCLUSION:**

The proposal conflicts with Policies D1 and D2 of the Hertfordshire of the Welwyn Hatfield District Plan 2005.

**RECOMMENDATION: REFUSAL AND REASON (S)**

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

The scale of the proposed sign would result in a feature visually dominant within the streetscene. The proposed sign does not adequately relate to the Aldi store by virtue of approximately 80m separation. The proposed sign would result in visual clutter along Comet Way resulting in a harmful impact on the character and appearance of the area. The proposed H-mounted sign conflicts with PPG19 Outdoor Advertisement Control and Policy D1 of the Welwyn Hatfield District Plan 2005. The sign does not conform to the criteria outlined in the Supplementary Design Guidance (Statement of Council Policy).

**INFORMATIVES:**

None

**DRAWING NUMBERS:**

1944-01 B & 1944-03 A & 1944-14 A

Date stamped 25/01/2007

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