

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2008/152/AD
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NOTATION:

The site lies within Hatfield Town as designated in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The site is located at the Hatfield Galleria Centre. The proposed sign would be positioned on the southern elevation of the main building. The existing elevation has signage identifying the centre, three signs for shops within the centre and a newly instated sign for the Odeon cinema. The building is clad in aluminium sheets and has several advertisements on other elevations. Further freestanding signage and flags surround the building.

DESCRIPTION OF PROPOSAL:

The proposed development would consist of the erection of an illuminated sign to the southern elevation. The proposed sign would be positioned above an existing Donnay sign that is directly above the Odeon sign. This Odeon sign was approved within recent advertisement consent S6/2007/0695/AD.

The proposed sign would appear the same size as the existing Donnay sign measuring 5m in width by 1.8m in height. The base of the proposed sign would adjoin the top of the Donnay sign, 10m above the ground level below. The proposed sign would have a white background with the Nike (tick) symbol in orange.

PLANNING HISTORY:

The site has an extensive planning history including other advertisements.

S6/2007/1456/AD – Erection of an illuminated sign to the southern elevation (Nike) - Refused

S6/2007/0695/AD – Erection of an illuminated sign to the southern elevation (Odeon) - Approved

SUMMARY OF DEVELOPMENT PLAN POLICIES:

National Guidance
PPG19 – Outdoor Advertisement

Hertfordshire Structure Plan Review 1991 – 2011:
None.

Welwyn Hatfield District Plan 2005:

D1 – Design
D2 – Character and Context

CONSULTATIONS:

Hertfordshire Highways – No objection subject to conditions.

The Highways Agency – No objection subject to conditions.

TOWN/PARISH COUNCIL COMMENTS:

Hatfield – No response received.

REPRESENTATIONS:

- None received.

DISCUSSION:

The main issues are:

- 1) **Impact of the proposal upon the character of the area**
- 2) **Impact of the proposal upon the amenity of adjoining occupiers**
- 3) **Impact upon public amenity**
- 4) **Impact upon highway safety**

The Supplementary Design Guidance indicates the criteria that advertisements should accord with, this includes:

1. Well designed and sensitively positioned relating 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. 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
5. Consent will not be granted for any sign that would be a danger to public safety.

Policy D1 requires all new development to be of a high quality of design incorporating the design principles of the plan & SPG. Policy D2 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.

The nearest residential dwellings are sited a sufficient distance away from the application site to ensure that the proposal would not have an adverse impact upon the residential amenities of the neighbouring occupiers in terms of an overbearing or visual impact.

The proposed signage is an amended scheme to the proposal previously refused within application S6/2007/1456/AD. The proposal has been reduced in size and submitted with a signage strategy, which sets out the location of possible future advertisements.

Prior to the determination of this application a sign was erected in the proposal's location. The sign erected appears smaller than it has been illustrated within the application and does not match the size of the adjacent Donnay and Odeon

advertisements. The sign also appears to have additional witting, which is not illustrated within the application.

The proposal would be located on a particularly large building. Due the size of the building and distance that separates it from the areas that it is viewed, relatively large signage is required to identify the building. The proposed signage would be appropriate in terms of its size in relation to the building and elevation that it would be positioned on. The proposed sign would be in proportion with the existing signs that it would be positioned above and the grid pattern of the buildings cladding. Although the other side of the southern elevation has further signage, the elevation is large enough to accommodate items of both sides. Furthermore, when considered with the signage strategy that has been submitted, the proposal would have a balanced appearance if additional signs are permitted as the strategy suggests.

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 locality. The proposed signage would not be excessive when considered with the existing signage within and surrounding the site and the proposed development would not result in a cluttered appearance.

The proposed advertisement and signage strategy have been designed to prevent a cluttered appearance. Although any further signage will have to be assessed on it's own merits, the proposal would not result in a clutter of street furniture. The proposed development therefore complies with D1 and D2 of the Welwyn Hatfield District Plan 2005.

The proposed development would be set back from the boundary with the public highway. The proposed signage has been assessed by Hertfordshire Highways who have not raised an objection, provided the intensity of the illumination is controlled to prevent drivers from being dazzled.

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 residential amenity and is considered to meet the relevant requirements of the Welwyn Hatfield District Plan 2005.

RECOMMENDATION: APPROVAL WITH CONDITIONS

CONDITIONS:

1. C.10 – Advertisements (1-5)
2. C.13.1 – The development/works shall not be started and completed other than in accordance with the following approved plans and details 1410/SK10P03 & 1410/SK02P02 & 1410/SK04P02 & Photo of existing south elevation & 38965-A received and dated 25 January 2008 unless otherwise agreed in writing by the Local Planning Authority:

REASON: To ensure that the development is carried out in accordance with the approved drawings and any changes must be agreed in advance in writing by the Local Planning Authority.

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against development plan policies of the, Welwyn Hatfield District Plan 2005 GBSP2, SD1, D1 and 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:

- 1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Association of Public Lighting Engineering in the publication "Brightness of illuminated Advertisements" A.P.L.E. Technical Report No 5. So that drivers of vehicles along the adjacent highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway. In compliance with the Supplementary Design Guidance of the Welwyn Hatfield District Plan 2005.

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