

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2008/203/AD
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NOTATION:

The site lies within the Bishops Square Employment Area as designated in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The site is situated on the north eastern side of Comet Way on an approximately square shaped plot.

The site forms part of the Hatfield Aerodrome site and is located within the Bishops Square Employment Area (EA7), which covers an area of approximately 8 hectares

It contains a detached building, which is currently under construction. The building is of a contemporary design consisting of an art-deco design.

The building would be utilised as the new Hatfield Police Station.

DESCRIPTION OF PROPOSAL:

The application seeks advertisement consent to erect two internally illuminated fascia signs to the building, non-illuminated built-up letters and four non-illuminated free standing totem signs around the site.

The fascias would have dimensions of 9180mm x 472mm and 9630mm x 495mm and have internally illuminated lettering in blue colour. One would be erected on the south elevation of the building and another on the east elevation.

A double sided directional totem sign would be erected to the south elevation of the building. It would be non-illuminated and have dimensions of 2000mm x 750mm.

The south-eastern section of the site would include a double sided directional totem sign of 2000mm x 750mm, a double sided directional totem sign of 1500mm x 1075mm and built up letters of 2890mm x 222mm and blue in colour. All signage would be non-illuminated.

Finally, a double sided directional totem sign would be erected to the northern elevation of the building. It would have dimensions of 2000mm x 750mm and be non-illuminated.

PLANNING HISTORY:

There is no relevant planning history to date

SUMMARY OF DEVELOPMENT PLAN POLICIES:

Hertfordshire Structure Plan Review 1991 – 2011:
None

Welwyn Hatfield District Plan 2005:

EMP1 – Employment Areas

EMP2 – Acceptable Uses in Employment Areas

D1 - Quality of Design

D2 - Character and Context

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005 –
Section 6 Advertisements

CONSULTATIONS

Hertfordshire Highways – have no objections to the proposal subject to a condition on intensity of illumination being attached to any permission

TOWN/PARISH COUNCIL COMMENTS

Hatfield Town Council – have not commented on the proposals to date

REPRESENTATIONS

None. Period expired 27/02/2008

Welwyn Hatfield Access Group – Requested that the application is considered subject to the standards and criteria outlined in the current District Plan.

DISCUSSION:

The main issues are:

- 1. Impact on Employment Area**
- 2. Design and Impact on Character of Area**
- 3. Impact on Residential Amenity**
- 4. Highway**

Employment Area

Bishops Square is identified as an Employment Area (EA7). Policy EMP2 states that the proposal should not, due to the scale of the employment generated, have an unacceptable impact on the demand for housing in the travel work area, local and/or strategic transport infrastructure, amenities of and nearby residential properties and the development should provide adequate parking, servicing and access. The development at Comet Way complies with these criteria, as its use has already been established and the proposed signs would not effect parking provisions or generate any additional staff or vehicle movements. Residential amenity would not be affected, as the site is well embedded within the Hatfield Aerodrome site and screened by various buildings from all directions other than to the east at Comet Way where it would be visible. This complies with Policy EMP2 of the Welwyn Hatfield District Plan Review 2005.

Design and Impact on Character of Area

Policies D1 and D2 are relevant and require that all development is of a high quality design and would reflect and relate to the character and context of the site.

Section 6 of the Supplementary Design Guidance expands on Policies D1 and D2 of the District Plan and requires that all advertisements are well designed and sensitively positioned to enhance the attractiveness of a building and the street scene. It states that careful attention to good design of signs and advertisements, in relation to their size, appearance, position and type of illumination can contribute to the attractiveness of a building and the street scene of which it forms a part.

The signs have been well designed and are of a similar type and size to the existing signs within the Employment Area, which include both non-illuminated and illuminated signs. These are existing signs at both the Travel Lodge and KFC to the east of the site and the site is within close proximity to the new District Centre to the East, which contains a mixture of uses with varying designs and signage. In addition, the choice of colours of blue, purple and grey are considered acceptable and appropriate to the site.

It is therefore considered that the proposed illuminated fascias and free standing totem signs would not cause significant harm to the visual amenity of the area, particularly given that several fascias and signs exist within close proximity to the site and given the use of this particular part of the Hatfield Aerodrome site. They would respect the existing character of the area and therefore meet the requirements of Policies D1 and D2 of the Welwyn Hatfield District Plan 2005 and the material contained within Section 6 (Advertisements) of the Supplementary Design Guidance 2005.

Impact on Residential Amenity

The site is well embedded within an established employment area contained within the Hatfield Aerodrome site and therefore, due to substantial screening from other buildings, the proposed sign would have little impact on residential amenity. This complies with Policy D1 of the Welwyn Hatfield District Plan 2005 and the information contained within the Supplementary Design Guidance 2005.

Highways

It is considered that the proposed internally illuminated fascias and free standing totem signs would not have a detrimental impact on highway safety.

CONCLUSION:

The proposed illuminated fascias and free standing totem signs are of an acceptable design, which reflects the character of the site and surrounding area and are an acceptable use within the Employment Area. This complies with Policies D1, D2 and EMP2 of the Welwyn Hatfield District Plan 2005 and the material contained within Section 6 of the Supplementary Design Guidance 2005.

The proposed internally illuminated fascias and free standing signs would not have a detrimental impact on residential amenity or highway safety.

RECOMMENDATION: GRANT EXPRESS ADVERTISEMENT CONSENT FOR * YEARS

CONDITIONS:

- 1) C.10 – Standard Advertisements
- 2) C.10.1 – External Illumination

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against development plan policies (i.e. Welwyn Hatfield District Plan 2005 EMP1, EMP2, 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:

None

DRAWING NUMBERS:

Site Location Plan & 94515 1-9 & 94515 2-9 94515 3-9 & 94515 4-9 & 94515 5-9 & 94515 6-9 94515 7-9 and date stamped 31 January 2008.

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