

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2008/296/AD
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NOTATION:

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

DESCRIPTION OF SITE:

The site is situated on the northern side of Dragon Way and the eastern side of The Runway with access obtained from The Runway.

The site forms part of the Hatfield Aerodrome site and residential properties abut the site to the north, south and west.

It contains a detached building and associated works, which are currently under construction to be utilised as a school site. The building is of a contemporary style consisting of a sustainable design.

DESCRIPTION OF PROPOSAL:

The application seeks advertisement consent to erect one internally illuminated fascia signs to the side (south western) elevation of the building.

The fascias would have dimensions of 3200mm x 4100mm and be illuminated and of white, blue and yellow in colour.

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:

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

Neighbour notification letters were sent to adjoining occupiers. Period expired 18/03/2008

A site notice was also posted and expired 18/03/2008.

One objection letter was received. The main issues raised were:

- Illumination would be a distracting to surrounding properties

DISCUSSION:

The main issues are:

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

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 sign has been well designed and are of a similar type and size to the existing signs within the surrounding area at Next Generation Sports Club, which include both non-illuminated and illuminated signs. There are existing signs on site at the entrance, which are non-illuminated and the choice of colours and style would reflect the existing signs and school logo. In addition, the choice of colours of white, blue and yellow are considered acceptable and appropriate to the site.

It is therefore considered that the proposed illuminated fascias 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 as a school 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 embedded within a new residential area located on part of the Hatfield Aerodrome site. One objection letter has been received regarding the proposed fascia and the issues raised were the impact resulting from the illumination. However, the nearest residential properties are situated either 30 metres to the west along The Runway or approximately 70 metres to the south along Dragon Way. These are considered adequate separation distances to minimise any glare or distraction to occupiers from the illumination. In addition the level of light emitted is 2700 lumens, which is equivalent to twice the illumination within a kitchen and as such is not considered to be detrimental to neighbouring 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 would not have a detrimental impact on highway safety.

CONCLUSION:

The proposed illuminated fascias are of an acceptable design, which reflects the character of the site and surrounding area and are acceptable within the Education site. This complies with Policies D1 and D2 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 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
- 3) C.13.1 – Development to be built in accordance with the approved plans
1210-61-A-DRW-AK01 P2
Technical Info for Planning Application
1210-062-L-DRW-02040.100
1210-61-A-DRW-AB0801 C

Received and dated 14 February 2008.

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

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

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