

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2008/1932/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 No.9 Parkhouse Court (Formally Unit 5 & 5a Comet Square). The unit forms part of the ground floor of a four storey residential apartment block on the southern side of Parkhouse Court. Unit 6/7 adjoining the application site to the west is currently in use as a local convince store (class A1). The stairwell to the upper levels is located immediately east of the application unit.

DESCRIPTION OF PROPOSAL:

This application seeks advertisement consent for the installation of two internally illuminated fascia signs.

The two fascia signs would each measure 2817mm width x 750mm height and would project approximately 150mm from the face of the building. The 'SureLet' sign would feature a background powder coated in mid blue finish with 15mm thick clear pushed through lettering and logo with 3mm thick white opal face to create halo effect. The 'Hairdressing Salon' sign would be of similar construction with a satin white powder coated background and 15mm thick clear pushed through lettering and logo with 3mm thick dark grey face to create halo effect. Both signs would be internally illuminated by fluorescent tubes

PLANNING HISTORY:

S6/2008/999/FP – 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

PPS1 Delivering Sustainable Communities
PPS6 Planning for Town Centres
PPG19 Outdoor Advertisement Control

East of England Plan 2008:

SS1 Achieving Sustainable Development
ENV7 Quality in the Built Environment

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

None

TOWN /PARISH COUNCIL COMMENTS

None

REPRESENTATIONS

The application was advertised by site notice and neighbour notification letters.

Notification expired 25 January 2008.

No letters of representation were received.

DISCUSSION:

The main issues are:

1. Quality of Design
2. Character and Context

1. 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 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. 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
7. C.13.1 – Development shall be built in accordance with the approved plans 1 & 2A & WD/1050/01 & WD/1050/02 & WD/1050/05 received and dated 17 June 2008 and Section Through Lettering received and dated 28 July 2008.

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against National Planning Policy PPS1, PPS6, PPG19 and Policy SS1, and ENV7 of the East of England Plan 2008 and development plan policies (i.e. Welwyn Hatfield District Plan 2005 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

None

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

