

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

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| <b>APPLICATION No:</b> | <b>S6/2008/1989/AD</b> |
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**NOTATION:**

This site is located within the town of Hatfield as outlined in the Welwyn Hatfield District Plan 2005.

**DESCRIPTION OF SITE:**

The Galleria is a major shopping and leisure facility located between junctions 3 and 4 of the A1(M) motorway. The Galleria was constructed between 1988 and 1991 on top of the motorway tunnel and adjacent to Comet Way (A1001) which provides access to the site. This planning application relates to the northern building containing the cinema complex at first floor and A3/A5 units at ground floor.

**DESCRIPTION OF PROPOSAL:**

This application seeks advertisement consent for the installation of three sets of internally illuminated signs. Set 1 and 3 are identical in scale and detail, made up of internally illuminated individual letters and an internally illuminated badge sign. It is proposed to locate one of these signs on the north and south façade of the northern cinema building. Sign set 2 consists of an internally illuminated projecting sign located to the rear of unit 70. Light levels will not exceed 1000 candelas/sqm.

**PLANNING HISTORY:**

The relevant history to this particular planning application is:

S6/2008/1542/AD - Relocation of Existing Signage on the South Elevation (Granted)

S6/2008/0152/AD - Installation of Illuminated Sign to the South Façade (Granted)

S6/2007/1456/AD - Installation of Illuminated Sign to the South Façade (Refused)

S6/2007/0695/AD - Erection of Signage (Granted)

S6/2004/1698/AD - Advertising Sign On South Façade (Granted)

S6/2004/1265/AD - Advertising Sign On South Façade (Granted)

S6/2002/1058/AD - 1.87m X 6.60m Internally Illuminated Neon External Sign for Unit 17 (Granted)

## **SUMMARY OF DEVELOPMENT PLAN POLICIES:**

National Planning Policy:

PPS1 Delivering Sustainable Communities  
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**

**Environmental Health** – No objection

## **TOWN/PARISH COUNCIL COMMENTS**

Hatfield Town Council – None

## **REPRESENTATIONS**

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

Notification expired 25 November 2008.

No letters of representation were received.

## **DISCUSSION:**

The main issues are:

1. Quality of Design
2. Impact on the Highway
3. 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 considered to be in accordance with Policy D1 of the Welwyn Hatfield District Plan 2005 and the accompanying Supplementary Design Guidance (Statement of Council Policy).

**2. Impact on the Highway:**

The proposed intensity of the illumination would not result in drivers from being dazzled and the proposed signs would not be located over a highway. Therefore, the proposed advertisements would not have any detrimental impact on highway safety.

**3. 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 and details 1:1250 Site Location Plan & 351-07 & 351-09 received and dated 22 October 2008

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

The proposal has been considered against National Planning Policy PPS1, 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:**

- 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.....**