

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2008/2456/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.8 Parkhouse Court, a unit which forms part of the ground floor of a four storey residential apartment block on the southern side of Parkhouse Court.

DESCRIPTION OF PROPOSAL:

This application seeks advertisement consent for an internally illuminated fascia sign and internally illuminated projecting sign.

The fascia sign measures approximately 5660mm in width x 650mm in height and projects 170mm approximately 160mm from the face of the building. The sign features vinyl lettering in red with a yellow and white background and a logo. The projecting sign measures 920mm in width x 650mm in height x 150mm in depth and would be located 2.4m above the ground level. The lettering and logo on the projecting sign match the design and colours of the fascia sign.

PLANNING HISTORY:

S6/2008/2294/FP - New Shop Front and Installation of New Shutter (Granted 16 January 2009)

S6/2007/0795/FP – Amendment to reserved matters approval reference S6/2005/0675/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.

S6/2005/0675/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:
PPG19 Outdoor Advertisement Control

Welwyn Hatfield District Plan 2005:
D1 Quality of Design
Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005

CONSULTATIONS

Hertfordshire County Council – Transportation Planning and Policy: Do not wish to restrict the grant of permission.

TOWN/PARISH COUNCIL COMMENTS

Hatfield Town Council – No comment.

REPRESENTATIONS

The application was advertised by site notice and neighbour notification letters. Notification expired 14 September 2009. No letters of representation were received.

DISCUSSION:

The main issues are:

1. Quality of Design

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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).

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 – The development/works shall not be started and completed other than in accordance with the approved plans and details KD/PP/059/08/P 48.2 R1 & shop front elevation & sign details received and dated 23 January 2009

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against National Planning Policy PPG19 and development plan policies (i.e. Welwyn Hatfield District Plan 2005 D1 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**.....