

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

<b>APPLICATION No:</b>	<b>S6/2009/0176/AD</b>
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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.6 Parkhouse Court (Formally Unit 8 Comet Square). The unit 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 the retention of an internally illuminated fascia sign and projecting sign.

The fascia sign measures approximately 5.6m width x 0.9m height and projects approximately 160mm from the face of the building. The sign features a background powder coated in red with 20mm clear acrylic pushed through 'Ladbroeks' lettering internally illuminated.

The projecting sign measures 650mm in width x 760mm in height x 150mm in depth and is located 2.5m above the ground level. The sign is powder coated red to match the fascia sign and features 5mm clear acrylic pushed through 'Ladbroeks' lettering internally illuminated. The sign is attached to the building with a stainless steel bracket.

**PLANNING HISTORY:**

S6/2009/0177/FP – Shop Front and Shutter (Pending)

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

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**

None

## **TOWN /PARISH COUNCIL COMMENTS**

None

## **REPRESENTATIONS**

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

Notification expired 3 March 2009.

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

**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**

None

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