

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

<b>APPLICATION No:</b>	<b>S6/2009/1061/AD</b>
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**NOTATION:**

The site is located within the settlement of Hatfield as designated by 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. The application site is located at the northern end of the and includes McDonald's restaurant and drive through.

**DESCRIPTION OF PROPOSAL:**

This application seeks advertisement consent for installation of new fascia signs and drive-thru signage.

It is proposed to remove the existing high level fascia sign consisting of illuminated golden arch and red appendage 'McDonalds Restaurant' and replace the with illuminated flat yellow acrylic face on new non-illuminated grey aluminium background.

All other existing fascia signs, decorative arches and window decals to be removed and replaced with 3No. internally illuminated golden arches and 2No. internally illuminated McDonald's text with non-illuminated grey background.

All existing drive through signage and 4No. general advertisement boards to be removed and replaced with 4No. triple sign and 1No. COD unit.

**PLANNING HISTORY:**

S6/2008/1128/FP - Infill Beneath Galleria North Building (Cinema) to Provide New A3/A5 Restaurant Units (Granted - 25/09/2009)

No other relevant planning history.

**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**

None

## **TOWN /PARISH COUNCIL COMMENTS**

No comments have been received from Hatfield Town Council

## **REPRESENTATIONS**

The application was advertised by site notice and neighbour notification letters. Notification expired 9 July 2009. No letters of representation were received.

## **DISCUSSION:**

The main issues are:

1. Quality of Design

### **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 subject to the removal of existing signage. 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 4044\_00 Rev A & 4044\_01 & 4044-02 Rev A & 4044-03 Rev A & 4044\_04 Rev A & 4004\_05 Rev A received and dated 11 July 2009
  
8. Prior to the erection or display of signage shown on Drawing No.4004\_05 Rev A received and dated 11 August 2009 and marked SIGN.9a & SIGN.9b & SIGN.9c & SIGN.9d existing signage shown on Drawing No.4044-02 Rev A received and dated 11 August 2009 and marked McD.1 & McD.2 & McD.3 and LL.1 & LL.2 & LL.3 & LL.4 shall be removed permanently from the site and any damage to the highway repaired to the satisfaction of the Local Planning Authority. Details shall be submitted to the Local Planning Authority to advise when these works shall be carried out to enable the Local Planning Authority to inspect the site.

REASON: To avoid over development of the site in the interests of visual amenity in accordance with PPG19 Outdoor Advertisement Control and Policy D1 of the Welwyn Hatfield District Plan 2005.

**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**

1. The granting of this permission does not convey or imply any consent to build upon land not within the ownership of the applicant, without the prior approval of the landowner.

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