

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2009/1480/AD
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NOTATION:

The site lies within the Green Belt as designated in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The Cock O the North pub is located on the southern side of the highway on Great North Road, Hatfield. The premises is situated on a large allotment with a site frontage of approximately 100m and a depth of 56m with mature hedgerows lining the boundaries. The pub is located within the middle of the allotment and has a car parking area on the eastern side of the site. The car parking area has a circular driveway with a one way traffic flow.

DESCRIPTION OF PROPOSAL:

The Applicant is seeking advertising consent for the erection of signage on the front façade of the Cock o the North pub. The proposed signage is to replace signage which is currently located on the top half of the north eastern elevation, that being the front façade of the building which faces the highway.

The design and style of the business identification sign is to be modernised to include graphics as well as alter the style and design of the text. The text of the signage is to be of a red, pelt (purple, background colour) and tallow (off white) colour scheme. Two copper cockerels are to be positioned either side of the text on the signage. The signage is to be illuminated by strip lighting below signage which is was existing from the previous signage.

PLANNING HISTORY:

S6/2009/1479/FP – Relocation of main entrance to front elevation with external seating and awning – Pending determination

S6/1999/0283/FP - Erection of single storey extension and pergolas – Withdrawn

S6/1999/0371/FP- Extension to bar, kitchen, toilet facilities and addition of paved terrace and external pergolas – Granted

S6/1999/0840/AD - Two illuminated fascia signs, and one post sign to replace existing – Granted

S6/1998/0314/FP – Erection of a pergola – Granted

S6/1989/0030/FP - Single storey rear extension to toilet facilities – Granted

SUMMARY OF DEVELOPMENT PLAN POLICIES:

National Policy

PPG19: Outdoor Advertisement Control

Welwyn Hatfield District Plan 2005:

SD1 Sustainable Development

GBSP2 - Towns and specified settlements

D1 - Quality of design

D2 - Character and context

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005

Welwyn Hatfield District Plan, Supplementary Planning Guidance, Parking Standards, January 2004

CONSULTATIONS:

Hertfordshire County Council have made comment with regard to application, in particular the advertising portion of the proposal; noting that

"The proposals are not considered to result in any adverse impact on the public highway and are considered acceptable to the Highway Authority subject to the following conditions:

1) The standard of illumination shall comply with the recommendations set out in Chapter 8 of the Institution of Lighting Engineers' Technical Report Number 5 "Brightness of Illuminated Advertisements" (Third Edition 2001).

Reason: The above condition is required in the interests of public safety and visual amenity.

TOWN/PARISH COUNCIL COMMENTS: No comments received with regard to the proposed signage.

REPRESENTATIONS

The application was advertised by means of neighbour notification and a site notice, during which time, no representations were received regarding the signage.

DISCUSSION:

The main issues are:

- 1. The impact of the signage on the amenity of the area and public safety.**
- 2. Other Material Planning Considerations.**

1. PPG 19 provides guidance for the assessment of Advertising Structures. In summary the PPG states that Local Planning Authorities should have regard the impact of Advertisements on the visual amenity in the immediate neighbourhood and the cumulative impact it will have on its surroundings. In addition, regard must be given the an advertisements impact on public safety with regard to the operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, or in the air.

With regard to visual amenity, the subject premises is located on a main road within the Green Belt. The premises is isolated with no direct development within the immediate area of the site, nor any other forms of advertising on the site. The site is located within the Green Belt, therefore development and signage should be sympathetic to the ethos, openness and character of the countryside.

The signage is to replace the existing fascia signage which was painted on the front façade of the building. The previous signage was a similar size to the proposed signage, however had a two tone colour scheme. The proposed signage is to feature 3 colours, one of which being a bold background colour. The proposed colours of

book room red, pelt and tallow, whilst more bold than the previous two tone scheme, are considered to be complimentary to the building and not detrimental to the visual amenity of the property. The size and style of the signage is considered to be modern, yet strikes an appropriate balance with the architectural integrity of the original building and the countryside. The signage does differ from the previous signage as it incorporates motives, this however is considered in keeping and relevant to the building. The lighting to be used is to be the same as the previous signage, therefore no changes to illumination is proposed, and will not be intensified.

Overall it is considered that the size, design and lighting of the signage is appropriate and in keeping with the site and building itself. The character of the countryside/greenbelt remains to be protected as the signage is only visible upon approach to the site, and would not be visually incongruous when viewed from the street scene.

In terms of highway safety, the applicant has confirmed that the illumination of the signage will be the same as previously, that being 10am to 12 midnight, therefore the amount of light will not be intensified. HCC, Transportation Planning and Policy, were consulted as the highway authority and it was considered that the proposal did not warrant refusal due to its impact on highway safety, subject to a recommended condition regarding controlling the level of illumination within the sign so in accordance with *Chapter 8 of the Institution of Lighting Engineers' Technical Report Number 5 "Brightness of Illuminated Advertisements" (Third Edition 2001)*.

In addition, it is considered that the size and colouring of the signage would not distract users of the highway, nor create confusion with other highway signage that would impact the efficient operation of the highway.

2. There are no other material planning considerations deemed relevant to this application.

CONCLUSION:

It is considered that the advertising, by virtue of its siting, scale and design is acceptable with regard to visual amenity within the area and will not have a detrimental impact on the highway safety, subject to the imposition of appropriate conditions of consent.

RECOMMENDATION: APPROVAL WITH CONDITIONS

1. C.10 – Advertisements

1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

REASONS FOR 1-5 ABOVE:

To comply with the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

6. Time Limit

7. C-13.1 The development/works shall not be started and completed other than in accordance with the approved plans and details MMS/09/01/P08 Revision A received and dated 25 September 2009 & signage colours received and date stamped 17 September 2009 unless otherwise agreed in writing by the Local Planning Authority.

REASON: To ensure that the development is carried out in accordance with the approved drawings and any changes must be agreed in advance in writing by the Local Planning Authority.

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against PPG 19; PPG 2; East of England Plan policies SS1 and development plan policies SD1, GBSP1, D1 and D2 of the Welwyn Hatfield District Plan 2005, 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:

The standard of illumination shall comply with the recommendations set out in Chapter 8 of the Institution of Lighting Engineers' Technical Report Number 5 "Brightness of Illuminated Advertisements" (Third Edition 2001).

DRAWING NUMBERS:

Site Location Plan 1:1250 date stamped 18 August & details MMS/09/01/P08 Revision A received and dated 25 September 2009 & Signage colours received and date stamped 17 September 2009.

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