

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2009/1493/AD
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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 towards the northern end of the Galleria.

DESCRIPTION OF PROPOSAL:

This application seeks advertisement consent for installation of internally illuminated signage to include three fascia signs and one hanging sign. Two fascia signs would be located on the north elevation of the cinema building, one forming the shop front of unit 72 and one at high level. A third fascia sign would be located on the south elevation. The proposed hanging sign would be located to the rear of the application within the undercroft.

PLANNING HISTORY:

The relevant history to this particular planning application is:

S6/2008/1989/AD - Installation of Two Illuminated Signs and One Internally Illuminated Sign (Granted – 17/12/2009)

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

Hertfordshire County Council – Transportation Planning and Policy: Do not wish to restrict the grant of permission subject to a suggested planning condition.

TOWN /PARISH COUNCIL COMMENTS

Hatfield Town Council - No comment

REPRESENTATIONS

The application was advertised by site notice and neighbour notification letters. 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 1:1250 Site Location

Plan & 1:500 Block Plan & 0903-04 rev B & Z01 & Z02 & Z03 received and dated 27 August 2009

8. The colour of the aluminium back tray hereby permitted shall match existing signage on the application building. Subsequently, the external surfaces shall not be changed without the prior written consent of the Local Planning Authority.

REASON: To ensure a satisfactory standard of development in the interests of visual amenity in accordance with Policies D1 and D2 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.....