

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

<b>APPLICATION No:</b>	<b>S6/2009/2681/AD</b>
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**NOTATION:**

The site is located within the town 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.

The application site benefits from an extant consent granted under application S6/2009/1061/AD for three internally illuminated golden arches, two internally illuminated McDonald's fascia signs, four freestanding signs and one customer order display unit (COD unit). All existing drive through signage fascia signs, decorative arches, window decals and four general advertisement boards to be removed.

**DESCRIPTION OF PROPOSAL:**

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

The current application includes three internally illuminated golden arches and two internally illuminated McDonald's fascia signs granted under application S6/2009/1061/AD. In addition it is proposed to replace an existing 'Chiquito' fascia sign with McDonalds sign. The existing sign is located at high level on the south elevation of the Galleria north building. The proposed McDonalds sign consists of illuminated McDonalds letters on a non-illuminated grey aluminium background.

The current application also proposes an amendments to the drive-thru signage granted under application S6/2009/1061/AD. The extant consent consisted of four freestanding single triple signs and one COD unit. The proposed scheme consists of one freestanding 'welcome' sign, three freestanding single triple signs and one COD unit. All existing drive through signage, fascia signs, decorative arches, window decals and four general advertisement boards would be removed.

**PLANNING HISTORY:**

S6/2009/1059/FP - Formation of New Shop Front (Granted 14/07/2009)

S6/2009/1061/AD - Installation of New Fascia Sign and Drive-Thru Signage (Granted 12/08/2009)

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

## **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. 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 amended scheme would result in less visual clutter than the extant permission by virtue of a reduction in the number of single triple sign units from four to three and their arrangement closer together than previously approved. 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. The proposals comply with 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 B & 4044\_01 Rev A & 4044-22 Rev A & 4044\_0423\_23 & WELCOME SIGN & ROTATING SINGLE 3 SIDED UNIT & ACRELEC CUSTOMER ORDER DISPLAY received and dated 15 January 2010 & 4044\_0423\_21 Rev B received and dated 28 January 2010
8. C.9.1 – Superseding Previous Permission (S6/2009/1061/AD Granted 12/08/2009)
9. Prior to the erection or display of signage shown on Drawing No.4044\_0423\_23 received and dated 15 January 2010 and marked SIGN.9e & SIGN.9f & SIGN.9g & SIGN.7 & COD\_op.1 existing signage shown on Drawing No.4044-02 Rev A received and dated 11 August 2009 and marked McD.1 & McD.2 & McD.3 & McD.4 & LL.1 & LL.2 shall be removed permanently from the site. 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.....**