

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2010/0227/AD
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NOTATION:

The site lies within Northaw conservation area and is a Grade II Listed Building as designated in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The application site comprises of the Two Brewers Public House and associated public car park. The Two Brewers Public House is a Grade II Listed Building which fronts onto Northaw Road West. The whole site is located within the Northaw Conservation area. The public house itself is a two storey detached building. Along the frontage is a small seating area with four customer car parking spaces. The car parking continues around the eastern elevation of the building to provide approximately 20 further car parking spaces. Along the western elevation of the building is customer access to the rear garden of the pub. The pub's exterior is painted white with red roof tiling. The advertisements signs which currently exist are black painted with gold detailing. A hanging sign post exists at the front of the building immediately adjoining the highway and the local village bus stop.

DESCRIPTION OF PROPOSAL:

The proposal is to install new, and alter existing, illuminated and non illuminated signage to the front and side elevations of the building.

The hanging sign adjacent to the highway will be replaced by a new sign of the same size and height. Two bullet spotlights will be placed on top of the sign.

A new sign which is gold leafed spelling the pubs name 'The Two Brewers' is proposed above the first floor window on the front elevation of the building measuring 2.6 metres in length and 0.6 metres in height. This sign will be illuminated by an existing spot light located immediately above.

The existing black board located above the ground floor windows which advertises the pubs name will be removed by being painted black. The remainder of the signs include 2 'A' boards, a car park disclaimer, garden disclaimer and gazebo sign all painted black with gold detailing.

PLANNING HISTORY:

S6/1987/7063/AD - Illuminated signs. Granted 12th February 1988

S6/1987/1048/LB - Single storey rear and side extensions alterations and advertisement signs. Granted 12th February 1988

S6/1987/1047/FP - Single storey rear and side extensions. Granted 12th February 1988

S6/1982/0003/ - Retention of caravan. Granted 18th February 1982

S6/1978/0570/ - Siting of caravan. Granted 2nd November 1978

SUMMARY OF DEVELOPMENT PLAN POLICIES:

National Policy

PPS1: Delivering sustainable development

PPG2: Green Belts

PPS5: Planning for the Historic Environment

PPG19: Outdoor Advertisement Control

East of England Plan 2008

SS1: Achieving Sustainable Development

Hertfordshire Structure Plan Review 1991 – 2011:

None

Welwyn Hatfield District Plan 2005:

SD1: Sustainable Development

GBSP1: Definition of Green Belt

D1: Quality of design

D2: Character and context

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005

CONSULTATIONS

Hertfordshire County Council Highways Department had no objection to the proposals although have suggested an informative, regarding height of signage, which has been included below.

TOWN/PARISH COUNCIL COMMENTS

Northaw and Cuffley Parish Council have no objection to the fixed signs but the 'A' boards are less acceptable and wonder whether planning permission is needed for them.

REPRESENTATIONS

This application has been advertised by neighbour notification letters and a site notice. No representations have been received. Period for neighbour notification letters expired 21st April 2010 and the site notice expired 27th April 2010.

DISCUSSION:

The main issues are:

- 1. The impact on the visual amenity of the surrounding environment**
- 2. The impact of the proposed development on the highway**
- 3. Other material planning considerations**

1. The impact on the visual amenity of the surrounding environment

The application site is located centrally within the Northaw conservation area and adjoining the grounds of the local church. The proposed new signs are not considered to alter greatly from what exists already. The external appearance of the building is white rendering with black painted detailing around the windows and eaves which adds to the character of the building and the surrounding area. This detailing will remain as part of the proposals. The new signs which incorporate the existing black board with gold letter detailing will ensure they remain unobtrusive to the streetscene.

The proposal also includes two 'A' boards which will be placed adjacent to the highway. An 'A' board is already in existence which will be replaced. The two new 'A' boards will match the design and colouring of the wall mounted signs and are considered to adhere to the existing character of the building and immediate surroundings and remain visually unobtrusive.

All of the proposed signs relate to the scale of the building to which they are attached and would be small in scale taking into consideration the prominent location of the building in the Northaw conservation area. They would not form overly dominant features and their siting would respect the architectural detailing of this building. Overall, it is considered the new signage would relate well to the character, scale and design of the building and maintain its visual amenity.

2. The impact of the proposed development on the highway

All proposed signs are visible from Northaw Road West. Three signs would be illuminated, one on the front and one on the side elevation of the building and also the hanging sign adjoining the highway. The illuminated signs would not be expected to easily distract road users and are therefore not a threat to public safety. In addition, the proposed replacement hanging sign has no implication on highway safety and as conditioned would not affect the free passage of pedestrians.

3. Other material planning considerations

No other material planning considerations are considered relevant to this application.

CONCLUSION:

The proposed signage would not impact on highway safety and would not have a detrimental impact on the visual amenity of its surrounding environment.

RECOMMENDATION: GRANT EXPRESS ADVERTISEMENT CONSENT FOR * YEARS WITH CONDITIONS:

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).

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 1992 in the interests of highway safety and visual amenity.

C.10.1 - EXTERNAL ILLUMINATION LIMITATION

6. This consent does not authorize any flashing, intermittent or recurring form of illumination.

REASON: In the interests of the visual amenity of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

C.10.3 – RESTRICTION ON INTENSITY OF ILLUMINATION

7. The intensity of the illumination of the signs permitted by this consent shall be no greater than within that recommended by the Institution of Lighting Engineers in their Technical Report No.5 (Third Edition-2001).

REASON: In the interests of the visual amenity and highway safety of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

8. All parts of the projecting signage must be at a height of, or greater than 2.3m vertically above the footpath and no less than 500mm horizontally from the edge of the carriageway.

REASON: In the interests of pedestrian/highway safety and convenience

C.13.1 – DEVELOPMENT BUILT IN ACCORDANCE WITH THE APPROVED PLANS

9. The development/works shall not be started and completed other than in accordance with the approved plans and details:

Site Location Plan (1:1250) & Pictorial Detail & Specification Page & Front Elevation & Garden Entrance

Received and dated 11th March 2010

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

Reason for Grant of FP:

The proposal has been considered against Planning Policy Statement/Guidance PPS1, PPG2, PPS5, PPG19, East of England Plan 2008 and development plan policies SD1, GBSP1, D1, 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:

1. The Two Brewers Public House is a Grade II Listed Building and therefore listed building consent is also required for the installation of advertisement signs.
2. Notwithstanding the consent issued under the Town and Country Planning Act, a license issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection into or over the public highway. The applicant is advised to contact the Mid West Highways Area Office (01727 816000) to obtain the requirements on the procedure to enter into the necessary license agreement with the highway authority, Hertfordshire County Council

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