

WELWYN HATFIELD BOROUGH COUNCIL – DEVELOPMENT MANAGEMENT
DELEGATED REPORT

APPLICATION No:	S6/2013/0238/AD
APPLICATION Site:	Tesco Express, 59 Station Rd

NOTATION:

The site lies within the specified settlement of Cuffley as designated in the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF PROPOSAL:

The proposal seeks advertisement consent for installation of 1 non illuminated fascia sign and graphics panel surround to ATM, 1 internally illuminated projecting sign, click and collect/welcome vinyls to glazing, new graphic vinyls to glazing and 1 internally suspended Click & Collect signage

PLANNING HISTORY:

Relevant History:

S6/2007/1721/FP – Conversion of existing first floor to three self-contained flats, erection of a two storey rear extension and various external works associated with the proposed residential use including provision of four designated parking spaces, amenity space and landscaping (Granted 07/01/2008)

S6/2007/0955/FP – Various applications for alterations to the building to provide accommodation for retail use (Granted August 2007)

SUMMARY OF DEVELOPMENT PLAN POLICIES:

National Planning Policy Framework 2012

Circular 03/09: Costs Awards in Appeals and Other Planning Proceedings

Welwyn Hatfield District Plan 2005

GBSP2: Towns and Specified Settlements

D1: Quality of Design

D2: Character and Context

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005

CONSULTATIONS:

Hertfordshire County Council Transport Programmes & Strategy Department: Does not wish to restrict the grant of planning permission subject to suggested planning conditions.

TOWN/PARISH COUNCIL COMMENTS

Northaw and Cuffley Parish Council – “The PC have no objection”

REPRESENTATIONS:

None

DISCUSSION:

The main issues are:

1. Impact on the visual amenity of the surrounding area and highway safety
2. Other material planning considerations

1. Impact on the visual amenity of the surrounding area and highway safety

The National Planning Policy Framework (NPPF) states that control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. This approach is reflected in the Council's Supplementary Design Guidance 2005 (SDG) which sets out general guidelines for the design of advertisements. The SDG supplements Policy D1 Quality of Design and D2 Character and Context of the Welwyn Hatfield District Plan 2005.

The SDG 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.

This application seeks advertisement consent for the installation of 1 non illuminated fascia sign and graphics panel surround to ATM, 1 internally illuminated projecting sign, click and collect/welcome vinyls to glazing, new graphic vinyls to glazing and 1 internally suspended Click & Collect signage

The site is located on the northern side of Station Road. The store (Tesco) is sited on the ground floor with car parking to the front and western side of the building.

The surrounding area forms the retail core within the centre of Cuffley. The signs are considered to be a reasonable size given the scale of the application building and the car parking area. The design of the signage adequately respects the character of application building and would not create visual clutter or appear unduly prominent. Hertfordshire County Council Transport Programmes & Strategy Department were consulted on this application and do not wish to restrict the grant of permission subject to a suggested planning condition. The signs would not pose a threat to public safety. A condition in regards the intensity of the illumination of the signs would be appropriate. The degree of separation between the proposed signage and neighbouring residential properties is considered sufficient to avoid any significant impact on residential amenity subject to a condition restricting any flashing, intermittent or recurring form of illumination. Overall, the proposal is considered to be in accordance with the design quality aims of saved Policy D1 of the Welwyn Hatfield District Plan 2005.

2. Other material considerations

Protected Species: The presence of protected species is a material consideration, in accordance with Natural Environment & Rural Communities (NERC) Act 2006 (section 40), Wildlife and Countryside Act 1981 as well as Circular 06/05. In the UK the requirements of the EU Habitats Directive is implemented by the Conservation of Habitats and Species Regulations 2010 (the Conservation Regulations 2010). Where a European Protected Species ('EPS') might be affected by a development, it is necessary to have regard to Regulation 9(5) of the Conservation Regulations 2010, which states: *"a competent authority, in exercising any of their functions, must have regard to the requirements of the Habitats Directive so far as they may be affected by the exercise of those functions."* The Conservation Regulations 2010, (Regulation 41) contains the main offences for EPS animals, however the existing site and development is such that there is not a reasonable likelihood of EPS being present on site nor would an EPS offence be likely to occur. It is therefore not necessary to consider the Conservation Regulations 2010 and amended 2012 Regulations further.

CONCLUSION:

The proposed signage would not have a detrimental impact on the visual amenity of its surrounding environment in accordance with the National Planning Policy Framework, Policy D1 of the Welwyn Hatfield District Plan 2005 and Supplementary Design Guidance.

RECOMMENDATION: GRANT EXPRESS ADVERTISEMENT CONSENT FOR 5 YEARS

CONDITIONS:

- 1-5. C.10 – Advertisements
- 6. C.10.1 – External Illumination
- 7. C.10.3 – Intensity of Illumination
- 8. C.13.1 – The development/works shall not be started and completed other than in accordance with the approved plans and details Site Location Plan & 5516ELE2B received and dated 5 February 2013

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against the National Planning Policy Framework and Development Plan Policies D1 and SD1 of the Welwyn Hatfield District Plan 2005, in addition to the Human Rights Act 1998, which, at the time of this decision indicate that the proposal should be approved. The decision has also been made taking into account, where practicable and appropriate the requirements of paragraphs 186-187 of the National Planning Policy Framework and 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:

None

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