

**WELWYN HATFIELD BOROUGH COUNCIL – DEVELOPMENT MANAGEMENT**  
**DELEGATED REPORT**

<b>APPLICATION No:</b>	<b>S6/2013/1328/AD</b>
<b>APPLICATION Site:</b>	<b>Building 6, Mosquito Way</b>

**NOTATION:**

The site is located within the town of Hatfield and as Employment Area as designated by the Welwyn Hatfield District Plan 2005.

**DESCRIPTION OF PROPOSAL:**

This application seeks advertisement consent for erection of a fascia sign.

**PLANNING HISTORY:**

Relevant planning history:

S6/2012/1875/AD – Installation of 5 x fascia signs showing the EE logo and 1 - 6 building number signs, 1 x totem pole car park sign, 1 x entrance sign, 7 x bollard signs (Granted 20/12/2012)

**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 – No response (consultation expired 30/07/2013)

**TOWN/PARISH COUNCIL COMMENTS**

Hatfield Town Council – No response (consultation expired 02/08/2013)

**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.

The application site is located within the Hatfield Business Park and comprises one of a group of six office buildings which are four storeys in height and similar appearance. Together the six buildings form a corner plot with Comet Way to the east, Hatfield Avenue to the north and Mosquito Way to the west. The proposed fascia sign would be situated on the west corner of the building 6 facing Mosquito Way.

The sign would comprise the letters "F&F" surrounded by a frame with an overall size of approximately 4000mm x 2000mm with an 80mm return and positioned approximately 10m above ground level. The letters and frame would be finished in matt black with a 16mm matt white edge which would be internally illuminated by white LED's. The only other sign on the building which is visible from outside of the site identifies the building as number "6". This sign is non-illuminated and sited on the north east corner of the building.

The proposed sign is considered to be of a design and scale which is appropriate to the application building and would not create visual clutter. The sign would not appear unduly prominent and is in keeping with the scale of other fascia signs on the application building and surrounding buildings within the Business Park. Whilst the proposed sign would be clearly visible along Mosquito Way, it would be separated by approximately 60m from the highway at its closest point. Subject to compliance with a condition to control the level of illumination, the proposed sign would not detrimentally impact upon highway safety.

The application site is a sufficient distance from the nearest residential properties to avoid any impact on residential amenity. Taking into consideration the above, 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 or in highway safety 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 limitation
- 7. C.13.1 – The development/works shall not be started and completed other than in accordance with the approved plans and details 1425-00-LO-01 revision B & 1425-30-EL-01 revision C & 1425-30-EL-02 revision D received and dated 28 June 2013
- 8. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in TR5 Brightness of illuminated Advertisements (2001)

REASON: So that drivers of vehicles along the adjacent highways are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

**SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:**

The decision has 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 viewed on the Councils website or inspected at these offices).

**INFORMATIVES:**

None

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