

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

**APPLICATION No:** S6/2013/2242/AD

**SITE ADDRESS:** Prezzo PLC, 71-72 The Galleria, Comet Way, Hatfield

**DESCRIPTION OF DEVELOPMENT:** Installation of 3x internally illuminated fascia sign and 2x menu boxes

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**RECOMMENDATION:** Approval

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**1. SITE AND APPLICATION DESCRIPTION:** 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.

This application seeks advertisement consent for installation of three internally illuminated fascia signs and two internally illuminated menu boxes. The fascia signs would replace existing signage fixed to the north building which has a cinema at first floor level and restaurants at ground floor.

**2. SITE DESIGNATION:** The site lies within Hatfield as designated in the Welwyn Hatfield District Plan 2005.

**3. RELEVANT PLANNING HISTORY:**

S6/2009/1493/AD – Erection of illuminated external signage (Granted 21/10/2013)

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)

**4. CONSULTATIONS:** None

**5. NEIGHBOUR REPRESENTATIONS:**

No representations have been received from the public.

**6. TOWN/PARISH COUNCIL REPRESENTATIONS**

No representations have been received from the town/parish council.

**7. MAIN PLANNING ISSUES AND RELEVANT PLANNING POLICIES:**

The main planning issues with this application are:

- a) Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts (NPPF, Policy D1 Quality of Design and D2 Character and Context of the Welwyn Hatfield District Plan 2005 and the Council's Supplementary Design Guidance 2005).

## **8. ANALYSIS:**

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 proposed signage would replace existing signage in the same location and similar in design and scale. By virtue of design, size and scale, the signage 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. The application site is a sufficient distance from the nearest residential properties to avoid any impact on residential amenity. Subject to compliance with a condition to control the level of illumination, the proposed sign would not detrimentally impact upon highway safety. Taking into consideration the above, the proposal is considered to be in accordance with the design quality aims of saved Policy D1 and the SDG.

## **9. CONCLUSION:**

The proposed replacement signage would not harm amenity or public safety and is considered to be in keeping with the character and appearance of the host building and the wider area. The proposed development is therefore considered to be in accordance with the National Planning Policy Framework and the Welwyn Hatfield District Plan 2005 and the requirements of the Supplementary Design Guidance (Statement of Council Policy).

## **10. CONDITIONS:**

1-5. C.10 – Advertisements

6. C.10.1 – External Illumination

7. 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.

- 8. C.13.1 Development in accordance with approved plans/details  
392123-4 Rev A & 392123-5 & 392123-6 Rev a & 392123-7 & 392123-8 Rev A  
received and dated 27 November 2013
- 9. C.2.1 Time limit for commencement of development

**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.....**