

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

**APPLICATION No: S6/2013/2674/AD**

**SITE ADDRESS: LAND AT BISHOP SQUARE, MOSQUITO WAY, HATFIELD**

**DESCRIPTION OF DEVELOPMENT: INSTALLATION OF FREE-STANDING  
INTERNALLY ILLUMINATED TOTEM ENTRANCE SIGN**

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**RECOMMENDATION: APPROVAL**

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**1. SITE AND APPLICATION DESCRIPTION:**

The site area is within Hatfield Business Park adjacent to offices and the highway. The proposed location is mostly soft landscaping, grass and trees with a pedestrian and cycle path before the highway.

The proposal is for a free standing totem sign 6 metres in height, width of 2 metres and depth of 0.20 metres. The proposed sign will be clad to the front and rear with folded aluminum panels, powder coated silver.

The sign will be illuminated with white LED behind the text “Hatfield Business Park”, the underline and “Goodman” Logo.

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

**3. RELEVANT PLANNING HISTORY:** None

**4. CONSULTATIONS:**

Hertfordshire County Council (Transportation Programmes and Strategy) – Do not wish to restrict the grant of permission. The applicant should be advised to maintain the free and safe flow of traffic along the adjacent highway during the erection of the sign.

**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 by virtue of design, size and scale, 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 signage would not harm amenity or public safety and is considered to be in keeping with the character and appearance of the surrounding 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  
Site Plan & Advertisement details received 10 December 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:**

- 1. During the erection of the sign, the applicant is advised to maintain the free and safe flow of traffic along the adjacent highway.

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