

WELWYN HATFIELD BOROUGH COUNCIL – DEVELOPMENT MANAGEMENT
DELEGATED REPORT

APPLICATION No: S6/2014/0125/AD

SITE ADDRESS: Plot 5600 Gypsy Moth Avenue, Hatfield

DESCRIPTION OF DEVELOPMENT: Installation of fascia signs and directional signs

RECOMMENDATION: Approval

1. SITE AND APPLICATION DESCRIPTION:

The site lies within the Hatfield Business Park and is surrounded on three sides by industrial/warehouse developments. The site is bound to the east by an established 3m wide structural landscaping corridor, forming part of the Business Park's landscaping infrastructure. Further east is Gypsy Moth Avenue and the Arla warehouse which has an eaves height of approximately 15m. The site lies immediately adjacent to the University Bus Garage to the West. To the south of the Plot is the TK Maxx distribution warehouse, which has an eaves height of approximately 11.5m. The site is bound to the north by undeveloped land. Further north is an established 6m wide structural landscaping corridor, Hatfield Avenue, a further 6m wide structural landscaping corridor, and beyond this, residential is the residential development of Hatfield Garden Village. The closest properties in Campion Way and Cornflower Way are situated approximately 100m from the northern edge of the site.

This application seeks advertisement consent for installation of fascia signs and directional signs following planning permission S6/2013/1184/MA for the erection of a new warehouse, which was granted on the 13 September 2013, and is currently under construction.

2. SITE DESIGNATION:

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

3. RELEVANT PLANNING HISTORY:

S6/2013/1184/MA – Erection of a warehouse (use class B8), totaling 3,768sqm including ancillary office accommodation with car parking, lorry maneuvering areas, loading and unloading facilities, cycle parking, boundary treatment, landscaping, lighting and access (Granted 13/09/2013)

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 council.

7. MAIN PLANNING ISSUES AND RELEVANT PLANNING POLICIES:

The main planning issues with this application are:

- a) Impact on the visual amenity of the surrounding area and highway safety

8. ANALYSIS:

a) 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 installation of fascia signs and directional signs. None of the proposed signage would be illuminated. The proposed signage is considered to be of a design and scale which is appropriate to the application building and would not create visual clutter. The signage would not appear unduly prominent and is in keeping with the scale of other fascia signs on the surrounding buildings within the Business Park. The proposed signage 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.

9. 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.

10. CONDITIONS:

- 1-5. C.10 – Advertisements
6. C.13.1 – The development/works shall not be started and completed other than in accordance with the approved plans and details 5463-044 & 5463-065 & 5463-066 & St Albans Warehouse Project – External Building Signs & Road Markings received and dated 17 January 2014

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 inspected at these offices).

INFORMATIVES:

None

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