

WELWYN HATFIELD BOROUGH COUNCIL – DEVELOPMENT MANAGEMENT
DELEGATED REPORT

APPLICATION No: S6/2014/1440/AD

SITE ADDRESS: Tesco Express, 59 Station Road, Cuffley

DESCRIPTION OF DEVELOPMENT: Installation of two fascia signs, one hanging sign and twelve other signs

RECOMMENDATION: Approve with Conditions

1. SITE AND APPLICATION DESCRIPTION:

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. Existing signage is present both on and within the cartilage of the building. The proposal seeks to alter the signage approved in 2013 and 2007.

2. SITE DESIGNATION:

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

3. RELEVANT PLANNING HISTORY:

S6/2013/0238/AD – 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 - Approved

S6/2007/0955/AD – Erection of Internally Illuminated and Projecting Signage - Approved

4. CONSULTATIONS:

Hertfordshire County Council, Transport, Programs and Strategy have no objection

5. NEIGHBOUR REPRESENTATIONS:

The application was advertised by way of site notice. **No representations have been received from the public.**

XX representations have been received from the public which may be summarised as:

6. PARISH COUNCIL REPRESENTATIONS

'No objection' has been received from the Parish 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 (NPPF, policy D1 and Supplementary Design Guidance, February 2005 (Statement of Council Policy))

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.

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 and would primarily be a replacement for the existing signage on the site approved under applications in 2007 and 2013. Hertfordshire County Council Transport Programmes & Strategy Department were consulted on this application and do not wish to restrict the grant of permission.

The signs would not pose a threat to public safety. 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 requiring the development to be implemented in accordance with the plans and details. 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.

9. 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.

10. CONDITIONS:

1-5 C.10

6. C.13.1 - Development in accordance with approved plans and details
5516sp##.dgn & 5516el##.dgn & External Elevation Prelim 4

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.....