

WELWYN HATFIELD BOROUGH COUNCIL – DEVELOPMENT MANAGEMENT
DELEGATED REPORT

APPLICATION No: S6/2014/2320/AD

SITE ADDRESS: 5 Parkhouse Court, Hatfield

DESCRIPTION OF DEVELOPMENT: Installation of one illuminated fascia sign and one non-illuminated hanging sign to replace existing signage

RECOMMENDATION: APPROVE

1. SITE AND APPLICATION DESCRIPTION:

The property comprises a commercial unit along a parade on the south-western side of a public square. The unit is situated on the west corner of Parkhouse Court (formally Comet Square). The unit forms part of the ground floor of a five storey residential apartment block. The unit adjoining the application site to the east is currently a betting shop (Ladbrokes).

2. SITE DESIGNATION:

The site lies within Hatfield as designated in the Welwyn Hatfield District Plan 2005.

3. RELEVANT PLANNING HISTORY:

S6/2014/0656/LUP - Certificate of lawfulness for the proposed use under Class D1 as a veterinary surgery - A(G) 04/06/2014

4. CONSULTATIONS:

No objections from any of the consultees.

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 considerations 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 one illuminated fascia sign and one non-illuminated hanging sign to replace existing signage one are acceptable in terms of both their size, colour and scale when compared with the shop host building and its associated architectural features (particularly its window).

In addition the NPPF refers to a good standard of design. In this instance the proposal is considered to be well-designed, and relates to the character, scale and design of the building on which it is displayed; and does not result in any visual clutter.

No objections are raised on highway safety grounds.

Accordingly it is considered that the scheme, having regard to its location, size and colour is acceptable in the interests of amenity and public safety and in accordance with the design quality aims of saved Policy D1 and the SDG.

9. CONCLUSION:

The one illuminated fascia sign and one non-illuminated hanging sign are considered to be compatible with the maintenance or enhancement of the character and appearance of the area, the proposal is therefore in accordance with the National Planning Policy Framework and Policies GBSP2, D1 and D2 of the Welwyn Hatfield District Plan 2005 and the Supplementary Design Guidance.

RECOMMENDATION - APPROVED

Conditions:

1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 1992 in the interests of highway safety and visual amenity.

6. C.13.1 The development/works shall not be started and completed other than in accordance with the approved plans and details: Site location Plan at Scale 1:1250 660:NC:OG:18 & 660:NC:OG:52 unless otherwise agreed in writing by the Local Planning Authority.

INFORMATIVE :

None

Signature of author.....*A.W.Mangham*

Date 15/01/2015.....