

WELWYN HATFIELD BOROUGH COUNCIL – DEVELOPMENT MANAGEMENT
DELEGATED REPORT

APPLICATION No: S6/2014/2703/AD

SITE ADDRESS: BUILDING 4000, Mosquito Way, Hatfield

DESCRIPTION OF DEVELOPMENT: Installation of an illuminated fascia sign

RECOMMENDATION: APPROVE WITH CONDITIONS

1. SITE AND APPLICATION DESCRIPTION:

The property comprises Building 4000 Mosquito Way, PCL 24/7 Ltd on behalf of Arla Foods.

This modern facility, constructed in 2013, serves as their regional distribution centre. Arla Foods produces some of the UK's leading dairy brands, including Cravendale, Lurpak, Lactofree and Anchor, and supplies fresh milk and cream to the top seven retailers.

The warehouse building, which is set back some distance from the road, is constructed of neutral coloured cladding to its exterior, with dark grey projecting eaves, and a full height glazed bay within the front elevation facing Mosquito Way. Large areas of glazing with horizontal brise-soleil are provided to the ancillary office space at the front of the building.

This application seeks Advertisement Consent for an illuminated fascia sign on the front elevation of the existing warehouse building. The sign will assist to identify the building as Arla's regional distribution centre.

The proposed sign measures some 3 metres wide and 2 metres high, and comprises the Arla logo, with white lettering on a green and yellow background. The sign will be constructed of a digital printed dibond back panel faced with perspex lettering. The lettering will be up to 85cm tall at its highest point. It is proposed to internally illuminate the sign with 0.5W LED Tape, which will gently illuminate the translucent digital print.

It is proposed to affix the sign to the glazed central bay within the front elevation of the building, between the windows serving the ancillary offices at first and second floor level. Power to illuminate the sign will be provided through a purpose-built conduit leading through the external wall from the second floor office accommodation.

2. SITE DESIGNATION:

The site lies within Hatfield (Hatfield Business Park) as designated in the Welwyn Hatfield District Plan 2005.

3. RELEVANT PLANNING HISTORY:

S6/2012/0217/MA - Erection of a regional distribution centre (use class B8) totalling 21,886 square metres, including ancillary office accommodation and vehicle maintenance building, together with fuel island, vehicle washing facilities, car and

lorry parking and manoeuvring areas, loading and unloading facilities, cycle parking, boundary treatment, landscaping. Lighting and access - Granted June 2012

S6/2013/0536/S73A - Variation of condition 3 (Flood Risk Assessment) of planning permission S6/2012/0217/MA - Granted June 2013

4. CONSULTATIONS:

No objections from any of the consultees, with their comments summarised below:

Senior Development Officer (Highways, Mid Herts) -

“ I would observe that the nature of the sign is unlikely to have any impact on highway safety. The sign is shown as being illuminated using LED tape, each LED being 0.5W with 192 LEDs internally placed. Whilst units of illumination (illumination, candella / m2 (cd/m2) are not necessarily a direct function of wattage (power, Wattage (W)) it is unlikely that the signage would be so bright as to be incongruous in respect of driver distraction giving rise to any highway safety concerns, nor shall it create any significant glare or dazzlement, or unwanted light on the carriageway. I would therefore observe that we would have no significant concerns in this matter. However, would recommend the following conditions in the interest of ensuring safe future maintainance of the proposals.

Recommended conditions;

1. 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: To avoid undue distraction to road users in the interest of road safety.

2. The means of illumination shall be shielded at all times so that no glare or dazzle occurs to drivers of vehicles using the public highway, and such screening shall thereafter be maintained to the authority's satisfaction.

Reason: To avoid glare or undue distraction to road users in the interest of road safety.”

Environmental Health Officer – No adverse objections to the proposal.

5. NEIGHBOUR REPRESENTATIONS:

2 No.representations have been received from the public, these summarised below;

*-as to why we need to add more light pollution to the site.
-that houses in the garden village are silhouetted by the flood lights as it is.
- already experience very unwelcomed noise and lighting from the warehouse developments, Toolbank and Arla.*

-result in a negative impact on the wellbeing of the residents in the area with the noise and light pollution/strong objection.

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.

This single illuminated fascia sign is acceptable in terms of its size (83cm at its tallest point), and colour (white lettering on a green and yellow background comprising the Arla logo) The sign, constructed of a digital printed dibond back panel faced with perspex lettering, is also of an acceptable scale and form when compared to the height of this subject building's front elevation and its position between the windows serving the ancillary offices at first and second floor level.

The sign will not result in visual clutter, as no other advertisements or similar features are currently located on the front elevation or within the site. In terms of the proposed illumination, the sign will be internally lit with LED Tape, which will provide a subtle illumination that will not be unduly prominent in the street scene or wider locality to a degree that would justify a refusal on amenity terms.

In addition the NPPF refers to a good standard of design. In this instance the proposed fascia sign is considered to be well-designed, and relates to the character, scale and design of the existing warehouse building on which it is to be displayed. The sign will assist to identify the building as Arla's regional distribution centre, which can assist regeneration and employment objectives.

No objections are raised on highway safety grounds, and whilst being illuminated, it is unlikely that the signage would be so bright as to be incongruous in respect of driver distraction giving rise to any highway safety concerns, nor shall it create any significant glare or dazzlement, or unwanted light on the carriageway.

Accordingly, and notwithstanding the concerns of local residents, it is considered that the sign, having regard to its location, size, illumination 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 proposed illuminated fascia sign on the front elevation of the existing warehouse building is considered to be compatible with the maintenance or enhancement of the character and appearance of the area, and is acceptable in the interests of amenity and public safety, and 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. 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: To avoid undue distraction to road users in the interest of road safety.

7. The means of illumination shall be shielded at all times so that no glare or dazzle occurs to drivers of vehicles using the public highway, and such screening shall thereafter be maintained to the Local Planning Authority's satisfaction.

REASON: To avoid glare or undue distraction to road users in the interest of road safety.

8. C.13.1 The development/works shall not be started and completed other than in accordance with the approved plans and details: Location Plan 1:1250 & Site Plan 1:500 & Plan 'Before/After' Proposed Signage & Existing Elevations & Proposed Sign Specification/Dimensions received and dated 6 January 2015 unless otherwise agreed in writing by the Local Planning Authority.

INFORMATIVE :

None

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

Date 22/04/2015.....