

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

APPLICATION No: S6/2015/1115/AD

SITE ADDRESS: Service Road south from Hatfield Galleria to Cavendish Way
Hatfield AL10 0XR

DESCRIPTION OF DEVELOPMENT: Installation of 1no flex face non-illuminated to
replace existing sign

RECOMMENDATION: Approval with Conditions

1. SITE AND APPLICATION DESCRIPTION:

The fascia sign is currently located on a north east facing wall of the Galleria, directly above a service road, parallel with Comet Way (A1001).

The proposal is to replace the existing pvc sign cover of the same dimensions and location as the existing sign with a new design. The proposed sign will remain un-illuminated with the existing sign.

2. SITE DESIGNATION:

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

3. RELEVANT PLANNING HISTORY:

None

4. CONSULTATIONS:

No objections have been received in principle from Hertfordshire County Council, Transport.

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 in the determination of this application are:

- a) The impact on the visual amenity of the surrounding environment and highway safety (Policy D1 of the Welwyn Hatfield District Plan 2005 and the Supplementary Design Guidance Statement of Council Policy 2005)

8. ANALYSIS:

- a) Policy D1 and the Supplementary Design Guidance for advertisements outlines the levels of design required for advertisements which require express consent. No advertisement will gain consent where the development would not protect the

amenity or safety of the public. Proposals should be well designed and sensitively positioned, sized to respect the architectural features of the host building, not create visual clutter and have a level of illumination which would be visually intrusive.

The Supplementary Design Guidance 2005 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 dimensions of the sign are 2m in height, 6.5m in width and project from the face of the building by 0.1m. The sign will be located 12.6m above the ground level when measured to the base and spaced reasonable from the outside edge of the wall in line with the delineations present within the face of the building

The Galleria is a large scale building which makes use of various walls throughout for advertising means. The signage present on the “rear” north east wall “front” south west wall are of consistent size dimensions, spacing and location. The proposed sign, whilst on its own on the face on which it is proposed, is well-designed in terms of its size, spacing and location within the wall itself and the building with regards to its scale, and will respect the architectural features of the building on which it is displayed. Whilst the sign is isolated in its location, it is not considered to create visual clutter due to the consistency of the location of the sign in terms of height above ground and the dimensions of the sign itself, when viewed in line with signs present on other walls throughout the building. The sign is not illuminated and as such, criterion (4) is not applicable.

The County Council Highways Authority have responded to a consultation request stating that the sign is not considered to represent a significant distraction to vehicles on the adjacent highway. Accordingly, the proposed sign will protect the amenity and safety of the public.

9. CONCLUSION:

The proposed development is considered to be in accordance with the Policy D1 of the Welwyn Hatfield District Plan 2005 and the requirements of the Supplementary Design Guidance Statement of Council Policy 2005 in terms of its impact on the visual amenity of its surrounding environment and protecting the amenity and safety of the public.

10. CONDITIONS:

1. 1-5. C.10 - Time limit for commencement of development
6. C.13.1 - Development in accordance with approved plans and details 1353-A0-01 & 1353-A0-02 received and dated 26 May 2015

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.....