



# WELWYN HATFIELD COUNCIL

Council Offices, Welwyn Garden City, Herts, AL8 6AE  
Telephone: Welwyn Garden (01707)357000

## PLANNING DECISION NOTICE – REFUSAL

S6/2008/150/AD

ERECTION OF 1 NO. INTERNALLY ILLUMINATED H-MOUNTED SIGN

at: UNIT 3 PARKHOUSE COURT HATFIELD

### Agent Name And Address

THE HARRIS PARTNERSHIP  
THE STUDIO  
101 LONDON ROAD  
READING  
RG1 5BY

### Applicant Name And Address

ALDI (FOODSTORES) LTD  
SHEEPCOTES  
SPRINGFIELD BUSINESS PARK  
CHELMSFORD  
CM2 5AS

In pursuance of their powers under the above mentioned Act and the Orders and Regulations for the time being in force thereunder, the Council hereby **REFUSE** the development proposed by you in your application received with sufficient particulars on 25/01/2008 and shown on the plan(s) accompanying such application.

The reason(s) for the Council's decision to refuse permission for the development is/are:-

1. The scale of the proposed H-mounted sign would result in a feature visually dominant within the streetscene and does not adequately relate to the Aldi store by virtue of approximately 80m separation. The proposed sign would result in visual clutter along Comet Way resulting in a harmful impact on the character and appearance of the area. The proposal conflicts with PPG19 Outdoor Advertisement Control and Policy D1 of the Welwyn Hatfield District Plan 2005 and does not conform to the criteria outlined in the Supplementary Design Guidance (Statement of Council Policy).

REFUSED PLAN NUMBER(S): 1944-01 Rev B received and dated 19 March 2008  
&1944-03 Rev A & 1944-14 Rev A & colour signade detail received and dated 25  
January 2008

Date: 20/03/2008

Chris Conway  
Chief Planning & Environmental Health Officer