

PLANNING DECISION NOTICE – REFUSAL

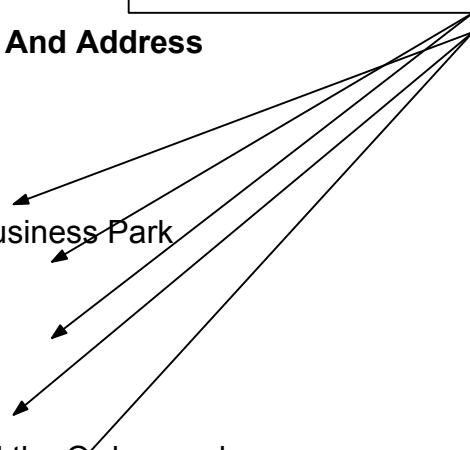
N6/2011/2643/AD	
Erection of illuminated totem sign	
at: Stanborough Beefeater Stanborough Road WELWYN GARD	
	Carriage Return

Agent Name And Address

Mr S Flemming
Vado Associates Ltd
Bloxham Mill
Barford Road
NR BANBURY
OX15 4FF

Applicant Name And Address

Mr S Lancaster
Whitbread PLC
Whitbread Court
Houghton Hall Business Park
Porz Avenue
DUNSTABLE
LU5 5XE



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 13/12/2012 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. By virtue of the number of signs already at the site together with the siting, scale and illumination of the proposed totem sign, would result in a more cluttered appearance of the street scene of Stanborough Road that would be detrimental to the character and visual amenity of the surrounds. This would fail to be compatible with the maintenance or enhancement of the character and appearance of the area as stated in policy GBSP2 of the Welwyn Hatfield District Plan, 2005. The proposed development would therefore be contrary to PPG19 and Policies GBSP2, D1 & D2 of the Welwyn Hatfield District Plan and Part 6 of the Welwyn Hatfield District Plan, Supplementary Design Guidance, Statement of Council Policy, 2005.

Refused Drawing Numbers: Site Location Plan and Elevation and Section received and dated 13 December 2011.

Date: **07/02/2012**



Tracy Harvey
Head of Planning

Continuation...