

DELEGATED REPORT

APPLICATION NUMBER	S6/2006/0390/AD
LOCATION	Land fronting Comet Way, Former Aerodrome Site, Hatfield
PROPOSAL	Erection of a non-illuminated sales/letting board

THE SITE

The application site is located on the eastern side of Comet Way, opposite the Galleria Shopping Centre.

The site forms part of the former aerodrome site, planning permission having been granted for a mixed use scheme in relation to the District Centre proposals.

The site is subject to Tree Preservation Order No 301 which protects a total of fifteen trees fronting Comet Way and broadly comprise two separate groups located to the south-western corner, adjacent to Hatfield Lodge Hotel (T1 to T6) and to the north-eastern corner adjacent to Harpsfield Broadway (T7 to T15).

THE PROPOSAL

The applicant is seeking express advertisement consent for the erection of a non-illuminated signs. The sign is to comprise two 11 gauge aluminium sheets each measuring 7000mm in width by 3000mm in height and will be supported 1500mm above ground level by 6 tubular metal poles measuring 76mm in diameter, evenly spaced. The two boards are to be located fixed together to form a v-shape and this will be located to the front of the site, adjacent to and fronting Comet Way.

NB: This application follows a previous application for a non-illuminated sign that was withdrawn following unfavourable comments from the Council's Arboricultural Officer. The sign now proposed is to be located away from trees protected under TPO 301.

PLANNING HISTORY

- S6/2006/0015/AD - Erection of a non-illuminated sales/letting board - Withdrawn
- S6/2005/0675/DE - Mixed use development of district centre comprising shops, food & drink uses, hotel, health centre, day nursery, 267 residential units including affordable and key worker housing, bus interchange, servicing, carparking and landscaping (reserved matters application following outline permission S6/2003/1137/OP) - Granted.
- S6/2003/1137/OP - Mixed use development of district centre comprising shops, food and drink uses, hotel, health centre, and day nursery, residential uses including, affordable and key worker housing, bus interchange, servicing and car parking (outline) with full details of 200 flats, nursing home and associated accesses,

car parking and landscaping - Granted

SUMMARY OF RELEVANT DEVELOPMENT PLAN POLICIES

Town and Country Planning (Control of Advertisement) Regulations 1992

Hertfordshire Structure Plan Review 1991- 2011:
None relevant

Welwyn Hatfield District Plan 2005:
Policy D1 – Quality of Design
Supplementary Design Guidance (Statement of Council Policy) – Section 5
Advertisements (General Guidelines for Design of Advertisements)

REPRESENTATIONS

Parish Council:

Hatfield Town Council has not commented on the application.

Neighbouring Occupiers:

The application was advertised by neighbour notification (letter) and by the posting of a site notice on 5 April 2006.

No third party representations have been received.

Hertfordshire Highways:

Does not wish to restrict the grant of permission.

DISCUSSION

In determining an application for advertisement consent under the Town and Country Planning (Control of Advertisement) Regulations 1992 the Council may only consider the effects of the proposal in the interests of amenity and public safety. The advice contained in the adopted and emerging District Plan are also drawn up so as to assess an advertisement in terms of the design, materials, size, positioning of the signs and the impact of the scheme as a whole on the character and appearance of the area.

Visual amenity

Although relatively large in size, the design of panels is not unduly garish and so they are not considered to detract from the character of the area. The increase in the size of the sign over and above what was proposed under the previous (withdrawn) application is significant but does not lead to cause significant harm to the visual amenity of the area, which is urban in character. The size, location and appearance of the advertisement board is considered to be consistent with the scale of the nearby buildings and general character of the area, which includes the multi-storey car park and Galleria opposite, hotels and offices and the dual carriageway to the front.

Supplementary design guidance (para 6.5 vii) indicates that letting or sale boards will be limited to one board per property. However there can be no objection here to the erection of two boards formed in a V-shape given that the nature of the site and

its location. The sign is considered not to create an overly cluttered appearance and the sign is not to be illuminated which makes it more acceptable.

Public safety

The sign does not appear to have any adverse effects on public safety. The highways authority does not wish to restrict the grant of permission.

CONCLUSION

The sales/letting sign is considered acceptable and does not have a detrimental impact on either visual amenity or public safety.

RECOMMENDATION

That application for **express advertisement consent** S6/2006/0390/AD be APPROVED subject to the following conditions:

CONDITIONS

1. **Limited Period 2 years** - This consent shall be for a limited period only, expiring 2 years after the date of this notice. On or before that date the advertisement shall be removed.

REASON: To prevent an unsatisfactory form of permanent advertisement display. To comply with Policy D1 of the Welwyn Hatfield District Plan 2005 and Supplementary Design Guidance (Statement of Council Policy).

2. STANDARD advertisement conditions

DRAWING NUMBERS

478/17/1 Rev 1a (Site location plan)
478/17/ Rev 1c
Photo-montage (unlabelled)

[All drawings WHDC dated 22 March 2006]

Signature of report writer..... Date.....