

Miss N Jackson  
Savills (UK) Ltd  
163 West George Street  
Glasgow  
G2 2JJ

**Application No:** N6/2013/2092/AD

**Date of Refusal:** 11 July 2017

**WELWYN HATFIELD BOROUGH COUNCIL, in pursuance of powers under the above mentioned Act, hereby REFUSE consent to: -**

**Development:** Installation of fascia and projecting sign and window vinyls  
**At Location:** Howardsgate Welwyn Garden City AL8 6BB  
**Applicant:** Jacobs & Turner  
**Application Date:** 2 October 2013

In accordance with the accompanying plans and particulars, for the reasons specified below:

1. The proposed fascia signage, by virtue of the scale, design and detailing, particularly its extent of colour coverage and depth, would appear overly prominent and detract from the significance of the continuity and appearance of shopfronts with designed entablature. Accordingly, the proposed signage would fail to represent high quality design as it would not respect the visual amenities and thus character of the host shopfront, building and street scene within the Conservation Area, contrary to policies D1 and D2 of the District Plan, the Supplementary Design Guidance Statement of Council Policy 2005 and paragraph 67 of the National Planning Policy Framework 2012.

#### REFUSED DRAWING NUMBERS

Plan Number	Revision Number	Details	Received Date
BS1461		Proposed and Existing Signage	10 October 2013
1:1250		Site Location Plan	10 October 2013

#### 1. POSITIVE AND PROACTIVE STATEMENT

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 viewed on the Council's website or inspected at these offices).

A handwritten signature in black ink, appearing to read 'C. Haigh', written in a cursive style.

Colin Haigh  
**Head of Planning**

## **TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007**

### TOWN AND COUNTRY PLANNING ACT 1990

#### Appeals to the Secretary of State

- If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
- If you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of this notice;
- Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN or online at [www.gov.uk/government/organisations/planning-inspectorate](http://www.gov.uk/government/organisations/planning-inspectorate).
- The Secretary of State can allow a longer period for giving notice of an appeal, but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
- The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

In practice, the Secretary of State does not refuse to consider appeals solely because the local planning authority based their decision on a direction given by the Secretary of State.

#### Purchase Notices

- If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that the owner can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted.
- In these circumstances, the owner may serve a purchase notice on the Council in whose area the land is situated. This notice will require the Council to purchase the owner's interest in the land in accordance with the provisions of Chapter I of Part 6 of the Town and Country Planning Act 1990.