

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	S6/2010/2526/AD
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NOTATION:

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

DESCRIPTION OF SITE:

The application covers 10 different locations around Hatfield which are in a variety of different ownerships. Each site will be described in the following discussion.

DESCRIPTION OF PROPOSAL:

The application seeks advertisement consent for the provision of free-standing signs at historically significant locations around the former de Havilland Aerodrome site. Each give a historic account of this particular location.

Each sign is of a rectangular shape with a width of 594mm and a depth of 420mm and is fixed on a pair of supports approximately 0.95m above ground level.

The signage is protected by a glass reinforced plastic to protect it from the weather and vandalism.

The frames are painted black metal.

PLANNING HISTORY:

No recent history relating to signage.

SUMMARY OF DEVELOPMENT PLAN POLICIES:

National Planning Policy:
PPG19 Outdoor Advertisement Control

Welwyn Hatfield District Plan 2005:

D1 Quality of Design

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005
(Section 6)

CONSULTATIONS

None received

TOWN/PARISH COUNCIL COMMENTS

None received

REPRESENTATIONS

None. Period expired.15^h December 2010

DISCUSSION:

1. Quality of Design
2. Impact on Highway Safety

1. Quality of Design:

Supplementary Design Guidance 2005 sets out general guidelines for the design of advertisements. The design guidance supplements Policy D1 'Quality of Design' of the Welwyn Hatfield District Plan 2005.

There are two main issues in determination of advertisement applications. Firstly, the signage should not have a detrimental effect in terms of visual amenity and secondly, it should not pose a threat to public safety.

The Supplementary Design Guidance (SDG) 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.

Board 1

This is located on an area of open ground next to the main entrance road to the De-Havilland Campus site. The location of this sign is linked with the Beacon which was granted planning permission earlier this year. The visual impact of this sign is considered to be acceptable.

Board 2

This board is located alongside an existing pedestrian path from Albatross Way into the University Site. This sign although visible from the Highway is not out of keeping with the character of the area. The visual impact of this sign is considered to be acceptable.

Board 3

This board is located in Ellenbrook Park, and is accessed either from a pedestrian path from Cunningham Avenue. The sign is also located alongside an existing path which is in the Park. This sign has no significant impact on the character of the park or the surrounding area as it is limited in size. The visual impact of this sign is considered to be acceptable.

Board 4

This board is located along a footpath which starts at the junction of Hatfield Avenue and Coopers Green Lane. This board cannot be easily seen from this highways. The location of the board is in an area of scrubland and bushes and the visual impact is limited on the wider landscape. The visual impact of this sign is considered to be acceptable.

Board 5

This board is located along side a new pond feature in the Business Park which adjoins a roundabout. This sign in the context of the landscaped area surrounding the pond does not detract from the appearance of the feature in the Business Park as it has been located in a discrete area and is of limited size. The visual impact of this sign is considered to be acceptable.

Board 6

This is located by another new pond in the Business Park adjoining a roundabout. The board is alongside a pedestrian path which connects Mosquito Way and Hatfield Avenue. The impact of this sign although viewable from the highway is limited and not considered to be out of keeping in this location. The visual impact of this sign is considered to be acceptable.

Board 7

This is located on the same roundabout as board 6, but on the other side of Mosquito Way. This board is also set back from the highway and is on a pedestrian path which links Mosquito Way with Hatfield Avenue. The visual impact of this sign is considered to be acceptable.

Board 8

This board is located alongside the pedestrian path in front of the Hatfield Police Station. The setting of this board is in front of a listed building as the Police Station benefits from this designation. The location of the board is alongside the central access path to the front of the Police building and its location is considered not inappropriate for this type of signage. The limited size of the board ensures that the setting of the listed building is not impacted upon and is in keeping with its surrounding context. The visual impact of this sign is considered to be acceptable.

Board 9

This board is located alongside the listed building known as the Gatehouse which originally served the main entrance to the Hatfield Aerodrome site, but is currently vacant.

The location of this board to one side of this building on an area of grass which separates it from the car park of the fast food restaurants car park behind is considered to be acceptable. Although visible from the highway, and near to this listed building, the benefits of the information on this board in respect to the importance of this building are relevant. The limited size of the board and its location is considered not to harmfully impact on the setting of the Listed Building or its wider context. The visual impact of this sign is considered to be acceptable.

Board 10

This last board is located some distance from the highway of Mosquito Way and on a path which links this road to the listed building known as 'The Hanger'. This board although near to this listed building is not considered to harm its setting or wider context. The visual impact of this sign is considered to be acceptable.

Overall, none of the boards are of a size and scale that would be overtly prominent or create visual clutter in the streetscene. Some are located near or close to listed buildings, but their size, design and location would not detract from the setting of these listed buildings. Likewise, some boards are located in more open countryside locations and no resultant harm to these settings would be created due to these boards.

No illumination is proposed to any of the boards.

The materials used would be appropriate and in keeping with the character of any nearby buildings and surrounding areas.

Therefore the proposals comply with Policy D1 of the Welwyn Hatfield District Plan 2005 and the accompanying Supplementary Design Guidance (Statement of Council Policy).

CONCLUSION:

The proposal accords with the provisions of PPG19 Outdoor Advertisement Control, Policy D1 of the Welwyn Hatfield District Plan 2005 and Supplementary Design Guidance (Statement of Council Policy). The proposed signs would comply with the four criteria in the SDG above. Illumination is not proposed and it is considered that the design, scale and siting would not cause harm to public amenity or highway safety or the setting of any listed building. It is therefore proposed for approval subject to conditions.

RECOMMENDATION: APPROVAL WITH CONDITIONS
CONDITIONS:

- 1. C.10 – Advertisements
- 2.C.13.1: Development in accordance with approved plans/details TCL1 & TCL2a & TCL2b & TCL2c & TCL2d & TCL2e & TCL2f & TCL2g & TCL2h & TCL3 & A4 sheet showing construction details received and dated 25 October 2010

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against National Planning Policy PPG19 and development plan policies (i.e. Welwyn Hatfield District Plan 2005 D1 and Supplementary Design Guidance), in addition to the Human Rights Act 1998, which indicate that the proposal should be approved. Material planning considerations do not justify a decision contrary to the Development Plan (see Officer’s report which can be inspected at these offices).

Signature of author..... Date.....