

## **DELEGATED REPORT**

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<b>APPLICATION NUMBER</b>	S6/2004/1565/AD
<b>LOCATION</b>	Land at Astwick Manor, Coopers Green Lane, Hatfield
<b>PROPOSAL</b>	Two non-illuminated sale boards

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### **THE SITE**

Astwick Manor is a Grade II Listed building set in extensive grounds (2.6 Hectares) and which was used in the past as an aeronautical training establishment. The site comprises the listed Manor with an attached accommodation block, constructed in the 1950s to provide additional on-site residential accommodation for students, and the former aircraft hangar itself, which is a utilitarian structure located to the western side of the site. Access to the site is from the southern side of Coopers Green Lane. The site is within the Metropolitan Green Belt and the Area of Special Advertisement Control.

### **THE PROPOSAL**

The applicant is seeking express advertisement consent for the erection of two non-illuminated one-sided board signs of dimensions 2300mm in height by 2450mm in width on two supports measuring 1050mm in height. The total height of each board is 3350mm.

The boards have already been erected (therefore this application is RETROSPECTIVE) one at either side of the entrance to the site. The boards are fabricated in steel and have coloured facings applied that comprise lettering and graphics including a photographic representation of the Manor. These boards are for marketing purposes relating to the residential development of the site.

**NB:** Following negotiation, the applicant's agent has agreed to reduce the overall height of the northern of the two signs (ie the sign adjacent to the boundary fence of the Lodge) by approximately 750mm.

### **PLANNING HISTORY**

None relevant

### **SUMMARY OF RELEVANT DEVELOPMENT PLAN POLICIES**

Town and Country Planning (Control of Advertisement) Regulations 1992

Hertfordshire Structure Plan Review 1991- 2011:  
None relevant

Hertfordshire Structure Plan Alterations 2001- 2016 (Deposit Draft Feb 2003):  
Design and Quality of Development

Welwyn Hatfield District Plan Alterations no 1, 1998:  
OTH Criteria 7 (Advertisements)

Welwyn Hatfield Review District Plan Review Deposit Draft, June 2002:  
Supplementary Design Guidance – 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 on 20 October 2004 and by the posting of a site notice on 21 October 2004.

A letter has been received from the occupier of Astwick Manor Lodge dated 25 October 2004 raising the following points:

- Somewhat taken aback to receive notification since the sale boards have been in place for approximately five weeks already
- Whilst not objecting to the proposal for boards to advertise the sale of the properties, unhappy at the size of the boards, particularly the one immediately adjacent to the Lodge which stands approximately six feet higher than the fence immediately within the line of sight from all front windows. The boards themselves are quite tasteful but it is the size and height which is of concern and the fact that we were not consulted prior to their erection.
- Signs are erected in the grass verge outside which is understood to be Council-owned land.

No other third party representations have been received.

### Hertfordshire Highways:

Does not wish to restrict the grant of permission. The applicant intends to erect two temporary sales signboards (non-illuminated) at the entrance to Astwick Manor off Coopers Green Lane. In terms of *Roads in Hertfordshire - A Guide for New Developments*, temporary signing for new housing developments are allowed within the highway. The existing crossover and access will not be negatively affected as a result of this application and is therefore considered acceptable. Overall, it is considered that the proposal will not have an unreasonable impact on the safety and operation of the adjoining highways.

## 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 rural character of the area. The reduction in 750mm to the overall height of the board adjacent to Astwick Lodge (ie the northern of the two signs) so that it does not protrude so significantly above the boundary fence of the Lodge is welcomed. The sign at this reduced height will not be detrimental to the visual amenity in this rural Green Belt location nor to the occupiers of the Lodge (the present sign is very visible above their boundary fence).

Supplementary design guidance (para 5.5 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 given that the nature of the access to the Astwick site is such that a single sign would not be visible to drivers of vehicles travelling in both directions along Coopers Green Lane. The signs positioned on each side of the entrance to the Astwick Manor site are considered not to create an overly cluttered appearance and the signs are not to be illuminated which makes them more acceptable in this more sensitive Green Belt location.

### Public safety

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

### **CONCLUSION**

The two signs are considered acceptable and do not have a detrimental impact on either visual amenity or public safety.

### **RECOMMENDATION**

That application for **express advertisement consent** S6/2004/1565/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 Supplementary Design Guidance of the Welwyn Hatfield Review District Plan Review Deposit Draft, June 2002.

2. Notwithstanding the measurements shown on the drawing submitted (WHDC dated 19.10.04) the overall height of the northern of the two signs, adjacent to the boundary with The Lodge, shall be reduced by 750mm.

REASON: To prevent the height of the sign being detrimental to visual amenity in this locality. To comply with Supplementary Design Guidance of the Welwyn Hatfield Review District Plan Review Deposit Draft, June 2002.

3. STANDARD advertisement conditions

**DRAWING NUMBERS**

Site location plan and elevation

Photographs of signs in situ (WHDC dated 19 September 2004)

Signature of report writer.....

Date.....