



FAO: Planning Department,  
Welwyn Hatfield Borough Council

Ref: 6/2022/0847/ADV  
Date: 25/05/2022

## HISTORIC BUILDINGS AND CONSERVATION ADVICE

Dear Sir / Madam,

**RE: 43 Howardsgate, Welwyn Garden City, AL8 6AP**

The application is for the installation of 1 x fascia sign.

The site is located within Welwyn Garden City Conservation Area. The area benefits from a guide to shopfront and advertisement design which is “intended to enable greater care to be taken in the design of shopfronts so that they may respect and enhance their surroundings”.

This application follows the refusal of application no. 6/2021/3232/ADV for the retention of the new fascia sign. The design of the proposed fascia has been revised to reflect some of the previous comments. It is now proposed for the fascia to have a white background colour with green text. This is a more subtle colour. Other suggestions were made in previous comments to simplify the fascia sign by removing of the opening times text, however, this text has been retained. There would certainly be a benefit in removing this text and perhaps locating it in the shop window instead.

The depth of the fascia sign has also been reduced to mirror the adjacent fascia signs. This is an improvement to the streetscene. However, the detailing of the ‘black false shutter’ is not clear. This detail appears to address the gap between the top of the shop windows and the bottom of the fascia. This detail should match the colour of the shopfront window/door frames and should not project from the frontage.

There is an opportunity to simplify the fascia sign further by removing the opening times text. Further information on the detail of the ‘false shutter’ (perhaps a section drawing) would be useful. Should these details be suitable then the harm to the Conservation Area will have been largely mitigated. The proposal would therefore be considered to be compliant with Section 16 of the NPPF (other than the lack of Heritage Statement, as per para. 194) and Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as it would at least preserve the character and appearance of the Conservation Area.

Yours sincerely



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Place Services

*Note: This letter is advisory and should only be considered as the opinion formed by specialist staff in relation to this particular matter*