



WELWYN HATFIELD COUNCIL

Council Offices, Welwyn Garden City, Herts, AL8 6AE
Telephone: Welwyn Garden (01707)357000

TOWN AND COUNTRY PLANNING ACT 1990
CONTROL OF ADVERTISEMENT REGULATION 1989
PLANNING DECISION NOTICE – REFUSAL

N6/2003/725/AD

EXTERNALLY ILLUMINATED FASCIA SIGN

at: **33 WIGMORES NORTH, WELWYN GARDEN CITY,**

Applicant Name And Address

MISS C AUSTIN,
AUSTIN'S FUNERAL SERVICE,
9-11 LETCHMORE ROAD,
STEVENAGE, SG1 3JH

In pursuance of their powers under the above mentioned Act and the Orders and Regulations for the time being in force thereunder, the Council hereby **REFUSE** express consent to the display of the advertisement(s) proposed by you in your application received with sufficient particulars on 14/05/2003 and shown on the plan(s) accompanying such application.

The reason(s) for the Council's decision to refuse consent for the display of advertisement(s) is/are:-

1. The proposal would through the excessive length of coloured background to the fascia detract from the architectural character of the building and the area as a whole and so would have a harmful impact on the established character and appearance of the Conservation Area in this part of the Garden City, The proposal therefore conflicts with Policy Bev13 and Oth Criteria 8 of the Welwyn Hatfield District Plan Alteration No. 1, 1998 and Policy D1 of the Welwyn Hatfield District Plan Review Revised Deposit Version June 2002 and the supplementary design guidance which accompanies it

REFUSED PLAN NUMBER(S): Photograph A Elevation 1 Existing Frontage & Photograph B Elevation 1 Signing Proposal 2 & 1:1250 Siteplan all received 14th May 2003

Date: 14/07/2003

Chris Conway
Chief Planning and Environmental Health Officer