

**Application Number: N6/2015/144/FP**

**Description of Development: Alterations to shop front to include the removal of the existing frames to a fully glazed shop front**

**Recommendation: APPROVE WITH CONDITIONS**

**Site Designation:** The site lies within the Welwyn Garden City Town Centre, the Welwyn Garden City Conservation Area, Primary Retail Core and Retail Frontage as designated in the Welwyn Hatfield District Plan 2005.

**Relevant planning history**

N6/2014/2699/AD - Installation of 1x illuminated fascia sign – Approved

N6/2010/3092/AD - Installation of 1no non illuminated A board – Returned Application

N6/1991/7059/AD - Double-sided illuminated projecting sign and illuminated panelled sign – Approved 27<sup>th</sup> January 1992

N6/1991/0266/FP - Change of use from retail (A1) to financial and professional services (A2) – Approved 7<sup>th</sup> June 1991

N6/1975/7045/AD - Non-illuminated fascia sign – Approved 8<sup>th</sup> March 1975

N6/1975/0713/ - Shopfront – Approved 9<sup>th</sup> March 1976

**Consultations**

None

**Neighbour representations**

None received  Object  Support

**Town / Parish representations**

None received  Object  Support  No comment/objection

**Relevant Policies**

NPPF

D1  D2  GBSP1  GBSP2  M14

Others: Supplementary Design Guidance, NPPF – paragraphs, 7 and 12, Welwyn Garden City Guide to Shopfront and Advertisement Design

**Main issues**

**Is the development within a conservation area?**

Yes  No

**Would the significance of the designated heritage asset be conserved or enhanced?**

Yes  No

**Comment:** 36 Stonehills forms part of one of the main retail frontages in Welwyn Garden City Town Centre. Stonehills is lined with units in Use Class A1, A3 and A5. These units have their own individual shop fronts and they all have some form of fascia sign that runs along the top of the frontage. The new shop front would comprise a new illuminated sign (approved under application N6/2014/2699/AD).

The proposed shop front would be similar to that existing although the chunky framing would be lost replaced with a sleek fully glazed shop front with minimalistic fixings to the door. Whilst the shop front would not be traditional similar examples can be seen close to the site at No.45 Howardsgate – it should be noted that the shop front would not impact the original pilasters.

In light of the above observations, it is found that the proposed new shop front would maintain the character and appearance of the conservation area and would respect the character, form and scale of the existing building. The proposal therefore complies with Policies D1 and D2 of the District Plan, the Council's Guide to Shopfront and Advertisement Design, the SDC and the NPPF.

**Would the development reflect the character of the area?**

Yes  No  N/A

**Comment:** See above comments regarding the impact on the character of the building.

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Yes  No  N/A

**Comment:** See above comments regarding the impact on the character of the building.

**Would the development maintain the amenity of adjoining occupiers? (e.g. privacy, outlook, light etc.)**

Yes  No  N/A

**Comment:** The impact of the proposed development on the amenity of neighbouring occupiers is considered in terms of the impact on neighbouring properties access to day/sun/sky light, privacy, noise and disturbance. Giving consideration to the nature of the proposal, its scale and proximity to the nearest residential property, it is considered that the new shop front would not have any unreasonable impact on the daylight or sunlight afforded to any neighbouring residents who may occupy space above shops at first and second floor levels, or to the level of privacy they currently enjoy. It is considered that the proposal would sufficiently maintain the amenity of adjoining occupiers in accordance with the provisions of District Plan Policy D1.

**Would the development provide / retain sufficient parking?**

Yes  No  N/A

**Comment:**

**Other issues**

None

**Conditions**

1. C.2.1 – Time Limit

2. C.13.1 – in accordance with plans and details Site Location Plan & ‘door fixing details’ received and dated 22<sup>nd</sup> December 2014 ‘Current Shopfront & Fascia’ & ‘Proposed Shopfront & Fascia’ received and dated 18<sup>th</sup> February 2015

**REASONS FOR APPROVAL**

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 Councils website or inspected at these offices).

**INFORMATIVES:**

None

Signature \_\_\_\_\_  
Date \_\_\_\_\_