

WELWYN HATFIELD COUNCIL – DEVELOPMENT CONTROL
DELEGATED REPORT

APPLICATION No:	<u>N6/2006/1355/FP</u>
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NOTATION:

The site is located within the Conservation Area as designated by the Welwyn Hatfield District Plan 2005.

DESCRIPTION OF SITE:

The application site is located in the heart of Welwyn Garden City Town Centre and is the predominant type of shop front, characterised with design entablatures. The building is located on the corner and adjoins the highway on both the front and side (north) elevations.

DESCRIPTION OF PROPOSAL:

The application proposes the installation of externally illuminated fascia signs to the front and side elevation. The lettering would be black in standard individual lettering and the background would be opal. Around the perimeter of the glazed shop front the application proposes black vinyl coach strips.

PLANNING HISTORY:

None relevant

SUMMARY OF DEVELOPMENT PLAN POLICIES:

Hertfordshire Structure Plan Review 1991 – 2011:
XX

Welwyn Hatfield District Plan 2005:

D1 - Quality of design
D2 - Character and context
R22 - Development in Conservation Areas

Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005

CONSULTATIONS

Highways –

Notice is given under article 10 of the Town and County Planning (General Development Procedure) Order 1995 that the Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission subject to the following conditions:-

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Association of Public Lighting Engineering in the publication "Brightness of illuminated Advertisements" A.P.L.E. Technical Report No 5. Reason: So that drivers of vehicles along the adjacent Wigmores North are not dazzled or

distracted, leading to interference to the free and safe flow of traffic along the highway.

COMMENTS: Given the proposal involves the installation of externally illuminated signs the above recommended condition will ensure that drivers of vehicles along the adjacent public highway are not dazzled or distracted, prejudicial to highway safety Hertfordshire County Council has no other highway issues as a result of this proposal.

Beams – no official comments received

TOWN /PARISH COUNCIL COMMENTS

None

REPRESENTATIONS

The application was advertised by means of neighbour notification letters on 6 November 2006.

No representations were received.

DISCUSSION:

The main issues are

- 1) Maintaining the character and appearance of the Conservation Area.**
- 2) Impact on the adjoining highway and neighbouring buildings amenity.**

1) The proposed site for the illuminated fascia signs is characterised by entablatures. The existing entablature would be retained and painted opal to maintain the attractiveness of the building and ensure it maintains the character of the street scene.

The application proposes the use of individual black lettering applied directly to the opal painted fascia and the illumination would be sited under the existing canopy and painted white.

Overall the externally illuminated fascia signs have been well designed and sensitively positioned. It is therefore considered that they would maintain the character and appearance of both the building and existing street scene.

2.) The application proposes the illumination of the signs by means of trough lights. These are positioned under the existing canopy and would not protrude from the fascia. The angle of the light will be down towards the signs and would not dazzle drivers on the adjacent highway. Combined with the overall design of the proposed signs, it is considered they would not have an adverse affect on neighbouring buildings amenity.

As mentioned above, under consultations, the highway officer has proposed a condition that will ensure drivers along the adjacent highway are not dazzled or distracted by the illumination of the sign.

CONCLUSION:

The application proposes well designed and sensitively positioned externally illuminated fascia signs. It is considered that the proposed signs would maintain the character and appearance of the area and not have a detrimental impact on neighbouring buildings amenity.

RECOMMENDATION: GRANT EXPRESS CONSENT FOR 5 YEARS

CONDITIONS:

- 1. STANDARD ADVERTISEMENT CONDITIONS
- 2. NON STANDARD CONDITION

The intensity of illumination shall be controlled at a level that is within the limit recommended by the Association of Public Lighting Engineering in the publication "Brightness of Illumination Advertisements" A.P.L.E. Technical Report No.5.

REASON: So that drivers of vehicles along the adjacent Wigmores North are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

SUMMARY OF REASONS FOR THE GRANT OF PERMISSION:

The proposal has been considered against development plan policies Welwyn Hatfield District Plan 2005 D1, D2, R22 and Supplementary Design Guide, 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).

INFORMATIVES:

None

DRAWING NUMBERS:

- 4991/03 Floor Plans
- 4991/04 Site Location Plan 1:1250
- 4991/05 Photos of front elevation

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