

WELWYN HATFIELD COUNCIL
PLANNING CONTROL COMMITTEE
20 JANUARY 2005
REPORT OF THE CHIEF PLANNING
AND ENVIRONMENTAL HEALTH OFFICER

PCC 20/01/05
PART 1
ITEM NO
FOR DECISION
CPO

N6/2004/1697/AD
SELF ILLUMINATING MOVING ELECTRONIC L.E.D. DISPLAY SIGNAGE
CAMPUS WEST, THE CAMPUS, WELWYN GARDEN CITY

APPLICANT: WELWYN HATFIELD DISTRICT COUNCIL

(Handside)

1.0 INTRODUCTION

1.1 The application site is the Welwyn Hatfield District Council building located at Campus West. The application building has an existing external information display sign that is located facing The Campus.

1.2 The site is located within a Conservation Area.

2.0 THE PROPOSAL

2.1 Advertisement Consent is sought to replace the existing information display sign with an illuminated moving electronic L.E.D. sign. The position and overall dimensions of the sign are to be the same as that of the existing sign. The length of the proposed sign is 5 metres and would have a depth of 0.9 metres. The sign is to have two lines of moving electronic text each 100 mm in depth.

3.0 SITE HISTORY

- None relevant

4.0 PLANNING POLICY

4.1 Welwyn Hatfield District Local Plan Alterations No. 1 1998:

- **OTH CRITERIA 7 (Advertisements)**
- **BEV5 (Welwyn Garden City)**
- **BEV13 (Advertisements in Conservation Areas)**

4.2 Welwyn Hatfield District Plan Review (Revised Deposit Version June 2002)

- **D1 (Quality of Design)**
- **D2 (Character & Context)**
- **R20 (Development in a Conservation Areas)**
- **Supplementary Design Guidance - Advertisements**

5.0 REPRESENTATIONS RECEIVED

5.1 The application was advertised by means of two site notices.

5.2 Hertfordshire Highways – Comment that the proposal is not considered to prejudice the safety and operation of the adjoining highways, subject to the condition requested. Advises that any permission which the Planning Authority may give shall include a condition relating to the standard of luminance.

5.3 Welwyn Hatfield Access Group – Request the application be considered subject to the standards and criteria in the current District Plan.

6.0 DISCUSSION

6.1 The issues relevant to this application is whether the proposal accords with the policies in relation to Advertisements as set out in OTH Criteria 7 of the adopted Plan and the Supplementary Design Guidance, as well as the impact of the proposal within the Conservation Area as detailed within policy BEV13 of the adopted plan.

6.2 The proposed sign replaces an existing sign of the same dimensions and is to be sited in the same location as the existing signage. The proposal is considered to be sympathetic in size, appearance, design and position to the building to which it is to be attached. The sign does not create visual clutter and is of an acceptable visual appearance within the streetscene.

6.3 In relation to the Conservation Area the sign is considered to be of an appropriate size and appearance and is located in an appropriate position in relation to the building to which it is to be attached. The proposal will not detract from the character of the building and the proposal is considered to be an improvement in relation to the existing signage. The proposal will therefore maintain the character of the Conservation Area and is in accordance with BEV13 of the adopted plan.

6.4 Hertfordshire Highways have commented that the sign is not considered to prejudice the safety and operation of the adjoining highways, subject to a condition relating to the standard of luminance. It is therefore recommended that any grant of permission be subject to the requested condition and as such the application would be acceptable in relation to public safety considerations. Furthermore, the proposal as located will have no impact on any residential properties.

7.0 CONCLUSION

7.1 The proposed replacement display signage is of an acceptable size, siting, design and appearance that will have no harmful impact on the character of the building or within the streetscene. The proposal is considered to be an improvement in relation to the existing signage and the proposal will maintain the character of the

Conservation Area. The proposal with the addition of a condition relating to illumination will be acceptable in public safety terms and will have no harmful impact on residential properties. As such the proposal is in accordance with policies BEV13 and OTH Criteria 7 of the Welwyn Hatfield District Local Plan Alterations No. 1 1998 and the Supplementary Planning Guidance relating to Advertisements.

8.0 RECOMMENDATION

8.1 I recommend advertisement consent N6/2004/1697/AD be approved subject to the following conditions:

1. Standard Advertisement Conditions

1. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

2. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

3. Where any advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992, to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority

The reason for conditions 1-3 is to comply with the Control of Advertisement Regulations 1992.

NOTES

1. Advertisements may continue to be displayed after the expiry of the permitted period, subject to the power of the Local Planning Authority to serve notice under Regulation 16.

2. Under paragraph 6(4) of the Town and Country Planning (Control of Advertisements) Regulations 1992, before any advertisement is displayed the permission of the owner of the land or building on which the advertisement is to be displayed must be obtained

2. The standard of luminance shall comply with the recommendations set out in Chapter 8 of the Institution of Lighting Engineers' Technical Report Number 5 - "Brightness of Illuminated Advertisements" (Third Edition 2001).

Reason:

In the interests of public safety and visual amenity.

9.0 BACKGROUND PAPERS

- Welwyn Hatfield District Local Plan Alterations No. 1 1998
- Welwyn Hatfield District Plan Review (Revised Deposit Version June 2002).

