



PLANNING DECISION NOTICE – REFUSAL

N6/2011/2683/AD

Installation of 1 x fascia sign, 1 x projecting sign and 2 x window vinyls

at: 17-19 Howardsgate WELWYN GARDEN CITY

Carriage Return

Applicant Name And Address

Mr C Patel
43 Weirdale Avenue
Whetstone
Barnet
LONDON
N20 0AJ

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** the development proposed by you in your application received with sufficient particulars on 15/12/2011 and shown on the plan(s) accompanying such application.

The reason(s) for the Council's decision to refuse permission for the development is/are:-

1. It is considered that the size, siting and design of the proposed fascia signage is out of keeping with the locality and takes no consideration to the architectural qualities of the application building. In addition, the proposed projecting sign would be unduly prominent within the street scene of Howardsgate detracting from the Central Welwyn Garden City Conservation Area. The proposal is thereby detrimental to the visual amenities and character of the area and would thereby fail to make a positive contribution to the character and local distinctiveness of Welwyn Garden City Conservation Area and would be against the presumption in favour of the conservation area. The proposal would therefore be contrary to PPS5, PPG19 and Policies D1, D2 and GBSP2 of the Welwyn Hatfield District Plan and Welwyn Hatfield District Plan Supplementary Design Guidance 2005, Section 6 (Statement of Council Policy), PPG19 and Advertisement Regulations in that it is detrimental to visual amenity.

REFUSED DRAWING NUMBERS: Site Location Plan received and dated 15 December 2011 & Drawing Nos. CF-270112-SIDE and dated 30 January 2012 & KL – 060610-SF received and dated 08 February 2012.

Date: **09/02/2012**

Tracy Harvey
Head of Planning