

## PLANNING DECISION NOTICE – REFUSAL

**N6/2012/379/AD**

**Installation of internally illuminated fascia and projecting signs**

**at: 1 Howardsgate WELWYN GARDEN CITY**

Carriage Return

### Applicant Name And Address

Mr O C Yan  
Dmax  
Thames House  
Ashford Road  
ASHFORD  
TW15 1XB

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 17/02/2012 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. The installed illuminated replacement fascia signs by virtue of their brown background and bright yellow colouring for symbols and letters represent a visually intrusive form of development that detracts from the overall character and appearance of the ground floor shop unit and its relationship as an intrinsic component of the overall built development at this visually sensitive junction of Howardsgate and Parkway within the Conservation Area. As such, the signs as installed and operated, fail to meet the provisions of Policies GBSP2, D1, and D2 of the Welwyn Hatfield District Plan 2005, and the adopted Supplementary Design Guidance, February 2005. In addition, the signs as installed fail to meet the advice contained in paragraph 67 of the National Planning Policy Framework March 2012.
2. The proposed 'Dragon Symbol and Character' to be installed via a 'Dorotape Glass Effect' on Shopfront 02 facing south towards the Howardsgate road frontage, is out of scale and keeping with the building and will detract from the overall visual quality and appearance of the shop unit on this visually important corner of the Conservation Area. This is contrary to the advice contained in Policies GBSP2, D1, and D2 of the District Plan and to the specific advice contained on pages 34 and 35 of the Welwyn Hatfield District Plan, Supplementary Design Guidance, February 2005; and, the advice contained in paragraph 67 of the National Planning Policy Framework March 2012.

**Continuation...**

REFUSED DRAWING NUMBERS: Site Location Plan @ 1:1,250 scale; & E-0-02  
received and dated 17 February 2012.

Date: **13/04/2012**

A handwritten signature in black ink, appearing to read 'TH', with a long horizontal stroke extending to the right.

Tracy Harvey  
Head of Planning