



TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT
REGULATIONS 1992

PLANNING DECISION NOTICE – CONSENT

S6/2009/2681/AD

INSTALLATION OF NEW FASCIA SIGNAGE AND DRIVE-THRU SIGNAGE

**at: MCDONALDS RESTAURANTS LTD 68 THE GALLERIA COMET WAY
HATFIELD**

Carriage Return

Agent Name And Address

PLANWARE
THE GRANARY
37 WALNUT TREE LANE
SUDBURY
CO10 1BD

Applicant Name And Address

MCDONALD'S RESTAURANTS LTD
11-50 HIGH ROAD
EAST FINCHLEY
LONDON
N2 8AW

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 **GRANT** express consent to the display of the advertisement(s) proposed by you in your application received with sufficient particulars on 15/01/2010 and shown on the plan(s) accompanying such application. The consent is granted for a period of five years from the date hereof, and subject to the following conditions:-

1. Any advertisement displayed, and any site 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 structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready

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interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) Regulations 1992 in the interests of highway safety and visual amenity.

6. This consent does not authorize any flashing, intermittent or recurring form of illumination.

REASON: In the interests of the visual amenity of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

7. The development/works shall not be started and completed other than in accordance with the approved plans and details: 4044_00 Rev B & 4044_01 Rev A & 4044-22 Rev A & 4044_0423_23 & WELCOME SIGN & ROTATING SINGLE 3 SIDED UNIT & ACRELEC CUSTOMER ORDER DISPLAY received and dated 15 January 2010 & 4044_0423_21 Rev B received and dated 28 January 2010 unless otherwise agreed in writing by the Local Planning Authority:

REASON: To ensure that the development is carried out in accordance with the approved drawings and any changes must be agreed in advance in writing by the Local Planning Authority.

8. This permission shall not be exercised in addition to the extant planning permission (ref no S6/2009/1061/AD granted by the Local Planning Authority on 12 August 2009, but shall be an alternative to that permission. Should one of the permissions be implemented the other permission(s) shall not be implemented.

REASON: To avoid over development of the site in the interests of the character and appearance of the area and the residential amenity of adjoining occupiers in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan 2005

9. Prior to the erection or display of signage shown on Drawing No.4044_0423_23 received and dated 15 January 2010 and marked SIGN.9e & SIGN.9f & SIGN.9g & SIGN.7 & COD_op.1 existing signage shown on Drawing No.4044-02 Rev A received and dated 11 August 2009 and marked McD.1 & McD.2 & McD.3 & McD.4 & LL.1 & LL.2 shall be removed permanently from the site. Details shall be submitted to the local planning authority to advise when these works shall be carried out to enable the local planning authority to inspect the site.

REASON: To avoid over development of the site in the interests of visual amenity in accordance with PPG19 Outdoor Advertisement Control and Policy D1 of the Welwyn Hatfield District Plan 2005.

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REASONS FOR APPROVAL

The proposal has been considered against National Planning Policy PPG19 and development plan policies (i.e. Welwyn Hatfield District Plan 2005 D1 and Supplementary Design Guidance), 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).

INFORMATIVE:

1. The granting of this permission does not convey or imply any consent to build upon land not within the ownership of the applicant, without the prior approval of the landowner.

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.

Date: **11/03/2010**



Tracy Harvey
Head of Development Control