

TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT
REGULATIONS 1992

PLANNING DECISION NOTICE – CONSENT

S6/2010/2237/AD

Installation of two fascia and four totem internally-illuminated signs

at: 9000 Mercedes - Benz S & B Commercials Frobisher Way HATFIELD Carriage Return

Agent Name And Address

Mr D Evans
Omega Signs
Newmarket Approach
LEEDS
LS9 0RJ

Applicant Name And Address

9000 Mercedes - Benz
S & B Commercials
Frobisher Way
HATFIELD
AL10 9TR

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 08/12/2010 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 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

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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: Site Location Plan (1:1250) Proposed Signage Page 2 of 4 & Proposed Signage Page 3 of 4 & Proposed Signage 4 of 4 received and dated 8th December 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. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Engineers in the publication "Brightness of illuminated Advertisements" ILE Technical Report No.5.

REASON: To ensure that drivers of vehicles along the adjacent Frobisher Way are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

REASONS FOR APPROVAL

The proposal has been considered against Planning Policy Statement/Guidance PPS1 and PPG14, East of England Plan 2008 policies SD1 and ENV7 and development plan policies SD1, GBSP2, D1 and D2 of the Welwyn Hatfield District Plan 2005, in addition to the Human Rights Act 1998, which, at the time of this decision 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).

Date: **26/01/2011**



Tracy Harvey
Head of Development Control

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