



TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT  
REGULATIONS 1992

**PLANNING DECISION NOTICE – CONSENT**

**S6/2011/1986/AD**

**Installation of 2 x corner lights, 1 x Peugeot lettering, 1 x lion logo, 1 x dealership letters, 3 x fabric flags and 1 x free standing totem**

**at: Peugeot Comet Way HATFIELD**

Carriage Return

**Agent Name And Address**

Mrs N Sharpe-Defloor  
Blaze Maintenance Ltd  
24 Leigh Road  
Hane Industrial Estate  
RAMSGATE  
CT12 5BX

**Applicant Name And Address**

Mr R Dargie  
Peugeot Motor Company Plc  
Pinley House  
2 Sunbeam Way  
COVENTRY  
CV3 1ND

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 22/09/2011 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.

## Continuation ...

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 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 intensity of the illumination of the sign permitted by this consent shall be no greater than within that recommended by the Institution of Lighting Engineers in their publication "Brightness of Illuminated Advertisements" ILE Technical Report No.5 (Third Edition-2001).

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

8. The development/works shall not be started and completed other than in accordance with the approved plans and details: 1:1250 Site Location Plan & Drg No:1 & 2 & 3 and dated 22 September 2011 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.

## PRE-DEVELOPMENT

9. Prior to the erection or display of signage shown on Drg No:1 & 2 & 3 received and dated 22 September 2011 and marked A & B & C & D & E & G & F all existing signage shall be removed permanently from the site. A minimum of seven (7) days prior to the signs being removed, details shall be submitted to the Local Planning Authority to advise when these works are to 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

## Continuation ...

Hatfield District Plan 2005.

### REASONS FOR APPROVAL

The proposal has been considered against Planning Policy Statement/Guidance PPS1, PPS9 and PPG19, East of England Plan 2008 policies SS1, ENV3 and ENV7 and development plan policies GBSP2, SD1, D1, D2 and Supplementary Design Guidance 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: **16/11/2011**

A handwritten signature in black ink, appearing to read 'Tracy Harvey', with a long horizontal flourish extending to the right.

Tracy Harvey  
Head of Development Control