



WELWYN HATFIELD COUNCIL

Council Offices, Welwyn Garden City, Herts, AL8 6AE
Telephone: Welwyn Garden (01707)357000

TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT
REGULATIONS 1992

PLANNING DECISION NOTICE – CONSENT

S6/2007/955/AD

ERECTION OF INTERNALLY ILLUMINATED FASCIA AND PROJECTING
SIGNAGE

at: FORMER PUBLIC HOUSE, 59 STATION ROAD, CUFFLEY, POTTERS BAR

Agent Name And Address

MATTHEW ROE
MORLEY HOUSE
26 HOLBORN VIADUCT
LONDON
EC1A 2AT

Applicant Name And Address

TESCOS STORES LTD
c/o AGENT

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 22/06/2007 and shown on the plan(s) accompanying such application. The consent is granted for a period of three years from the date hereof, and subject to the following conditions:-

1. All advertisements displayed, and any land 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 hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.
3. Where any advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992, to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

The reason for conditions 1-3 is to comply with the Control of Advertisement Regulations 1992.

4. 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.

Continuation ...

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

INFORMATIVE

The intensity of illumination shall be controlled at a level that is within the limit recommended by the Association of Public Lighting Engineering in the publication "Brightness of illuminated Advertisements" A.P.L.E. Technical Report No 5 to prevent drivers of vehicles along the adjacent Station Road being dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway

APPROVED PLAN NUMBER(S):

1:1250 Site Plan & 3193 P203 both received and date stamped 22nd June 2007

Date: 06/08/2007



Chris Conway
Chief Planning & Environmental Health Officer