



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

S6/2007/1519/AD

INSTALLATION OF ILLUMINATED AND NON-ILLUMINATED SIGNAGE.

at: W WATERS AND SONS LTD COMET WAY HATFIELD

Agent Name And Address

TARA SIGNS LIMITED
ST PETERS PLACE
WESTERN ROAD
LANCING
BN15 8SB

Applicant Name And Address

W WATERS AND SONS LTD
COMET WAY
HATFIELD
AL10 9TF

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 19/10/2007 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. 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 aerodrome (civil or military).

REASON FOR CONDITIONS 1-5 ABOVE : To comply with the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Continuation ...

6. Illumination : 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. Furthermore, this consent does not authorise any flashing, intermittent or recurring form of illumination.

REASON: So that drivers of vehicles along the adjacent Comet Way are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway and in the interests of the visual amenity of the area in accordance with Policies D1 and D2 of the Welwyn Hatfield District Plan and to comply with the requirements of Planning Policy Guidance 19 (Outdoor Advertisement Control).

7. The current existing sign 'Peugeot' granted by application S6/1995/100/AD on 20/03/95 (pole sign) is to be removed prior to the erection of the sign No.7 (shown on approved drawing Ren0748 planning Rev A) hereby granted.

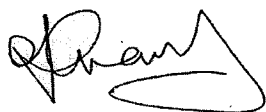
REASON: To ensure that the visual amenity of the streetscene is safeguarded from excessive visual clutter of signage on this application site and to comply with the requirements of Policy D1 of the Welwyn Hatfield District Council and Supplementary Design Guidance and Planning Policy Guidance Note No.19.

APPROVED PLAN NUMBERS: 1:1000 Site Location Plan & 91069/P01 Rev A received and dated 15 OCT 2007 & Ren 0748 planning received and dated 12 DEC 2007

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: 13/12/2007



Chris Conway
Chief Planning & Environmental Health Officer