



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

S6/2007/1701/AD

INSTALLATION OF ONE 4 METRE HIGH EXTERNALLY ILLUMINATED TOTEM
SIGN AND FOUR ILLUMINATED SIGNS ON EXISTING BUILDING

at: W WATERS AND SONS LTD HARPSFIELD BROADWAY COMET WAY
HATFIELD

Agent Name And Address

MGM ASSOCIATES
55 ST JOHN STREET
LONDON
EC1M 4NE

Applicant Name And Address

PEUGEOT MOTOR COMPANY
ALDERMOOR HOUSE
PO BOX 227
ALDERMOOR LANE
COVENTRY
CV3 1LT

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 12/11/2007 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).

Continuation ...

REASONS FOR 1-5 ABOVE:

To comply with the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

6. 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).

APPROVED PLAN NUMBER(S): 1:1250 Site Location Plan & 91069/D01 & 91069/D02 & mefrd35r.B (Totem Sign Base Detail) & 91069/P03 Rev A received and dated 12 November 2007 & 91069/D03 rB & 91069/P01 Rev A received and dated 3 January 2008

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: 07/01/2008



Chris Conway
Chief Planning & Environmental Health Officer