



# 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

N6/2003/387/AD

RETENTION OF ILLUMINATED POLE SIGN AND FIVE ILLUMINATED SIGNS ON  
BUILDING

at: THE STANBOROUGH, STANBOROUGH ROAD, WELWYN GARDEN CITY

### Agent Name And Address

ARTIS PARTNERSHIP,  
GREATWORTH HALL,  
GREATWORTH,  
BANBURY,  
OXON  
OX17 2DH

### Applicant Name And Address

WHITBREAD RESTAURANTS,  
1 WHITBREAD COURT,  
HOUGHTON HALL PARK,  
DUNSTABLE,  
BEDS  
LU5 5XE

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 14 March, 2003 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. 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. Any illuminated sign shall be switched off after 12.00 midnight and shall not be switched on until lighting up time the following day.

### REASON

To protect the amenities of the area and in order to comply with the requirements of OTH Criteria 7 and Gen Criteria 3 of the Welwyn Hatfield District Plan Alterations No. 1, 1998.

**Continuation ...**

5. The luminance of the illuminated signs shall comply with the conditions set out in Technical Report Number 5 of the Association of Public Lighting Engineers, or Chapter 11 of the Traffic Signs manual.

**REASON**

So that drivers of vehicles on the public highway are not dazzled or distracted, prejudicial to highway safety.

**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.

**APPROVED PLAN NUMBER(S):** Site Location Plan outlined in red & Sign Positions Plan & Signs 1-6 shown on individual drawings - all received 14th March 2003

**Date:** 06/05/2003



**Chris Conway**  
Chief Planning & Environmental Health Officer