



TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT
REGULATIONS 1992

PLANNING DECISION NOTICE – CONSENT

N6/2012/440/AD

Erection of illuminated totem sign

at: Stanborough Beefeater Stanborough Road WELWYN GARDEN CITY Carriage Return

Agent Name And Address

Mr S Flemming
Vado Associates Ltd
Bloxham Mill
Barford Road
Bloxham
BANBURY
OX17 2DH

Applicant Name And Address

Mr S Lancaster
Whitbread PLC
Whitbread Court
Houghton Hall Business Park
Porz Avenue
DUNSTABLE
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 22/02/2012 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.

Continuation ...

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: 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. The development/works shall not be started and completed other than in accordance with the approved plans and details: Site Location Plan & Totem Sign Elevation and Section received and dated 22 February 2012 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.

POST-DEVELOPMENT

7. 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.

8. The intensity of the illumination of the signs permitted by this consent shall be no greater than 300cd/m² as stated within the application forms.

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

9. Within four weeks of the date of this decision, the existing Premier Inn totem sign shall be removed from the application site.

REASON: In the interests of the visual amenity of the area in accordance with the National Planning Policy Framework and Policies D1 and D2 of the Welwyn Hatfield District Plan 2005.

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10. The signage hereby approved shall not be illuminated other than during the existing hours of operation of the use to which it relates and the illumination shall be turned off at all other times.

REASON: In the interests of energy efficiency and to reduce the impact of the signage on the visual amenity of the area and residential amenity of adjoining residential occupiers in accordance with Policies D1, R3 and R20 of the Welwyn Hatfield District Plan 2005.

REASONS FOR APPROVAL

The proposal has been considered against the National Planning Policy Framework, East of England Plan policies SS1, SS2, ENV6, ENV7 and development plan policies GBSP2, R3, D1, D2 of the Welwyn Hatfield District Plan 2005, in addition to the Human Rights Act 1998, which 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).

INFORMATIVE:

1. Notwithstanding the above consent, it is an offence under Section 143 of the Highways Act 1980 to erect any advertisement sign in the confines of the highway. The extent of public highway includes approximately 2m of the verge behind the combined cycleway/footway. Therefore the sign is located within the public highway and cannot be condoned. The Highway Authority has the power under the Highways Act 1980 to remove any structure erected on a highway. You are therefore advised to contact Hertfordshire County Council Transportation Planning and Policy department to resolve this matter.

Date: **18/04/2012**

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

Tracy Harvey
Head of Planning