

TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT
REGULATIONS 1992

PLANNING DECISION NOTICE – CONSENT

N6/2014/1862/AD

Installation of one fascia sign, projecting sign and vinyl

at: 31 Stonehills Welwyn Garden City

Carriage Return

Agent Name And Address

Mr M Jennings
Retail Design Solutions Ltd
The Mill Store
Foundry Lane
Earls Colne
Colchester
CO6 2SB

Applicant Name And Address

Mr I Henderson
Savers Health & Beauty
118 Beddington Lane
Croydon
London
CR0 4TB

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 19/08/2014 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.
4. No advertisement is to be displayed without the permission of the owner of the site or

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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 on Drawing No. SV-WELWYN-L3-DWG received and dated 19 August 2014 & Drawing No. SV-WELWYN-L3-DWG Revision L3C#3 received and dated 19 September, 2014 unless otherwise agreed in writing by the Local Planning Authority 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.

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 trough light hereby permitted by this consent shall be no greater than 800 cd/m unless otherwise agreed in writing by the Local Planning Authority.

REASON: In the interests of the visual amenity and highway safety of the area in accordance with

REASONS FOR APPROVAL

The decision has been made taking into account, where practicable and appropriate the requirements of paragraphs 186-187 of the National Planning Policy Framework and material planning considerations do not justify a decision contrary to the development plan (see Officer's report which can be viewed on the Councils website or inspected at these offices).

Date: 14/10/2014

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Colin Haigh
Head of Planning