

# Welwyn Hatfield District Council

Council Offices Welwyn Garden City Herts AL8 6AE  
Telephone Welwyn Garden 331212 (STD Code 0707)

## DECISION NOTICE

Town Planning Ref. No: 86/D045/89/AD\*  
Other Ref. No.:

TOWN AND COUNTRY PLANNING ACTS 1971 1985 CONTROL OF ADVERTISEMENT REGULATIONS 1984

Canopy fascia, wall mounted company identity variable print signs all internally illuminated (static) at Waters Garage, on the A1001

To:  
Malcolm Dyke  
34 Coventry Road  
Coleshill  
Birmingham B46 3EE

For:  
W Waters & Sons Ltd  
A1001  
Hatfield  
Herts

In pursuance of their powers under the above mentioned Acts 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 dated 7th July 1989 and received with sufficient particulars on 24th July 1989 and shown on the plan(s) accompanying such application. The consent is granted for a period expiring on 31st July 1992, or completion of the housing contract, whichever is the earlier, 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 1984, 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 1984.

- 4 The maximum luminance level for the proposed signs shall be:-

Pole mounted sign	1200 cd/m <sup>2</sup>
Fascia sign	1000 cd/m <sup>2</sup>
Workshop mounted sign	1600 cd/m <sup>2</sup>

### REASON

In the interests of highway safety.

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Continued

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 5(4) of the Town and Country Planning (Control of Advertisement) Regulations 1984, 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: 8th January 1990

Signed ..... *Moore* .....

Tony Moore  
Director of Planning & Development Services