

From: Anthony.Collier@hertfordshire.gov.uk
Sent: 13 March 2017 11:50
To: Planning
Subject: Planning application 6/2017/0309/ADV - VW Van Centre

Response to Planning application from Hertfordshire County Council (T and CP GDP Order 2015)

District ref: 6/2017/0309/ADV
HCC ref: WH/54/2017
HCC received: 22/02/2017
Area manager: Manjinder Sehmi
Case officer: Anthony Collier

Location

VW Van Centre
Harmsfield Broadway
Hatfield
AL10 9TF

Application type

Advertisement Consent

Proposal

Installation of 4x illuminated fascia sign, 3x Free Standing sign

Decision

Notice is given under article 18 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that the Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission.

IN1) 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 'Technical Report No 5: Brightness of Illuminated Advertisements'.

Proposal for the Installation of illuminated and non illuminated advertisement signs to industrial unit on Harmsfield Broadway, a local access road in Hatfield, situated parallel to Comet Way, a principal A road.

Renewal of signage will have no material impact on highway use. The renewal of the signage is not a material increase in signage as advised against in manual for streets. There have been no associated accidents or incidents on the public highway adjacent to where the signage would be visible from and are situated perpendicular from the road. There would be minimal to no light spill from the proposal.

No signage is located within the public highway

No aspects of the design prevent the use of sustainable modes of transport such as walking or cycling.

I do not consider that the proposal shall have any material impact on highway safety / capacity, and therefore present no objections.

Anthony Collier

Date 13/03/2017

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