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**To:** [Planning](#)  
**Subject:** Planning application - Stanborough Beefeater and Travel Inn, Stanborough Road  
**Date:** 05 August 2016 12:30:22

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

### **District ref:**

**HCC ref:** WH/157/2016

**HCC received:** 03/08/2016

**Area manager:** Manjinder Sehmi

**Case officer:** Anthony Collier

### **Location**

Stanborough Beefeater and Travel Inn, Stanborough Road  
Welwyn Garden City  
AL8 6DQ

### **Application type**

Advertisement Consent

### **Proposal**

Installation of 5no illuminated fascia signs and 3no non-illuminated signs following removal of existing signage

### **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.

I recommend inclusion of the following Advisory Note (AN) to ensure that any works within the highway are carried out in accordance with the provisions of the Highway Act 1980.

### **Construction**

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 five illuminated advertisement signs and three non-illuminated signs to the Stanborough public house and hotel, with signage visible from Stanborough Road, a 30mph main distributor road in the south of Welwyn Garden City . The proposed signage would also be visible from Longcroft Green a local access road and the Stanborough Cycleway, the replacement signage appears to improve visibility for pedestrians, cyclists and motorists at the Stanborough road junction.

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 at night in the previous three years. There would be minimal to no light spill from the proposal.

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 05/08/2016**

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