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

### Director of Planning

Welwyn Hatfield Borough Council  
The Campus  
Welwyn Garden City  
Hertfordshire  
AL8 6AW

District ref: 6/2022/2146/ADV  
HCC ref: WH/13866/2022  
HCC received: 20 September 2022  
Area manager: Matthew Armstrong  
Case officer: Steven Knight

### Location

H R OWEN MOSQUITO WAY HATFIELD AL10 9WN

### Application type

Advertisement Consent

### Proposal

Installation of signage to facade of east and west buildings together with site wide totem wayfinding signage

### Recommendation

Notice is given under article 22 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission subject to the following conditions:

#### CONDITIONS:

#### 1) All LED displays must:

- a) Have no moving images, animation, video or full motion images unless specific consent has been granted for such displays;
- b) Not change more frequently than every 5 seconds unless specific consent has been granted for such displays;
- c) Comply with the luminance limit as outlined in the Institution of Lighting Engineers in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' (2003);
- d) Not feature any signs or instructions contained within the Traffic Signs Manual (2018) and Traffic Signs Regulations and General Directions 2016 and any subsequent guidance, or any variation of these signs which would otherwise cause confusion with traffic signs or signals.

Reason: In the interest of highway safety and visual amenity, to ensure that passing drivers are not dazzled, distracted or confused by the advertisements displayed.

#### COMMENTS:

The application seeks approval for the installation of signage to the facade of the east and west buildings and site-wide totem wayfinding signage.

The majority of the façade signs are static and backlit. Whilst these are large signs they are in proportion with the buildings and not considered to create unnecessary visual clutter. The position of the buildings relative to the roads means that the signs will not be directly in the line of sight for drivers or distract from any existing road signs or signals.

The wayfinding signs are of a simple design and are unlikely to distract from any other road signage. Signs 3 and 4 are relatively complicated with regards to the amount of information they contain but are far enough into the site that they will not impact on the highway. The applicant should ensure that the location of sign 2 is not part of the public highway.

All of the proposed illuminated signs have a luminance of 600cd/m<sup>2</sup> which is acceptable based on the ILP's guidance on illuminated advertisements, although this should be conditioned. The area is already street lit so the impact of the illuminations will be limited.

It is assumed that the LED screens will be used in relation to the garages below them rather than to advertise as they are not aimed directly at the highway. They will, however, be visible to drivers heading north-east on Mosquito Way and the style and speed of the intermittent images should be considered to ensure they are not distracting the drivers. The highway authority therefore recommends the inclusion of the condition listed above.

The highway authority does not wish to restrict the approval of the application subject to the above condition.

**Signed**

Steven Knight

23 September 2022