

Sent: 28 August 2012 21:32
To: Planning
Subject: Welwyn Hatfield Council Online Planning - Comment

PLANNING
DEPARTMENT

29 AUG 2012

RECEIVED

Application Number: N6/2012/1476/AD

Name: [REDACTED]

Address: 5 Youngs Rise, Welwyn Garden City AL8 6RT Comment Type: Object

Comment: I am writing to register my objection to all the applications listed above. The reasons for my objection are as follows:

1. As a resident of Welwyn Garden City, I respect the ethos and principals upon which Welwyn Garden City was founded. The proposal to place advertising boards on roundabouts in Welwyn Garden City is against said ethos and principals. I expect the Council representing this town to respect these ethos and principals. Welwyn Garden City was planned as an environment blending town and country. Any advertisement must take this environment into account. Installing advertisements on every available space around towns, may be fashionable but Welwyn Garden City is different from other towns. Those who live here today are guardians of something special and I feel responsible to keep this town the way it was envisaged. I ask for these applications to be rejected because they will damage character of this town.

2. Placing advertisement boards at roundabouts clutter the streets. There are published communications from the central government to the Council against such street clutter.

I ask for these applications to be rejected because they ignore government policy.

3. Street clutter such as advertisement at roundabout distract drivers concentration and can cause accidents. The Royal Society for the Protection of Accidents advises that "the purpose of advertisements placed by the roadside is to catch the attention of passing road users. Therefore, by definition, such advertisements have the potential to distract drivers and riders from road and traffic conditions. Even a momentary distraction could result in an accident."

I ask for these applications to be rejected because they could lead to increased cases of accidents.

4. The Council claims that sponsored advertisements at roundabouts will reduce "fly posting" and enhance the borough. There is no evidence for this view. The type of organisations that use "fly posting" as their method of advertisements are quite different from those who would be prepared to sponsor a roundabout. Indeed placing Xerox advertisement board at Mundells roundabout, has made it very untidy with increased amount of weeds and there has not been any "fly posting" there previously. "Fly posting" usually takes place at very busy intersections whether they are sponsored or not and it does not take place the roundabouts listed on above applications.

I ask for these applications to be rejected because there are no acceptable arguments in their support.

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