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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: 6/2022/0837/ADV
HCC ref: WH/11934/2022
HCC received: 20 April 2022
Area manager: Matthew Armstrong
Case officer: Steven Knight

Location

COTE BRASSERIE 1-3 HOWARDSGATE WELWYN GARDEN CITY AL8 6AL

Application type

Advertisement Consent

Proposal

Installation of 2 sets of halo illuminated fascia text and 2 externally illuminated projection signs

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 subject to the following conditions:

CONDITIONS:

Source of Illumination

Prior to the first use of the development hereby permitted the intensity of illumination shall be provided at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Note for the Reduction of Obtrusive Light GN01:20'.

Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

INFORMATIVES:

HCC as Highway Authority recommends 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.

AN) Obstruction of highway: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence. Further information is available via the County Council website at:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

AN) Projecting signs: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway. Further information is available via the County Council's website:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047.

COMMENTS:

The application seeks approval for the installation of illuminated fascia and projecting signs.

Howardsgate is an unclassified local access road, limited to 20mph. The site is also boarded by Parkway, an unclassified local distributor road, limited to 30mph. There are several recorded slight accidents within the vicinity of the site, but this is not considered unusual within a busy town centre.

The proposed signs will replace existing fascia and projecting signs so do not represent an increase in signage or visual clutter.

The luminance of the proposed signs is within acceptable limits based on the ILP's Professional Lighting Guide 05 – The Brightness of Illuminated Advertisements. This is an urban, street lit area with multiple other similar signs so the proposal is unlikely to be distracting or confusing to motorists.

The fascia signs will be flush to the shopfront and the projecting signs will be over 3m above the footway which is acceptable.

The highway authority does not wish to restrict the approval of this application subject to the inclusion of the condition and informatives listed above.

Signed

Steven Knight

22 April 2022