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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: 6/2022/0929/ADV
HCC ref: WH/11933/2022
HCC received: 20 April 2022
Area manager: Matthew Armstrong
Case officer: Steven Knight

Location

35-37 HOWARDSGATE WELWYN GARDEN CITY AL8 6AP

Application type

Advertisement Consent

Proposal

Installation of 1 x illuminated fascia sign, 1 x unilluminated fascia sign, 1x projecting sign and 1x internally illuminated menu board and 1x Chalkboard

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 various illuminated and non-illuminated fascia and projecting signs.

Howardsgate is an unclassified local access road, restricted to 20mph. There is no recorded accident history in past five years in the immediate vicinity of the site. There have been several accidents along Howardsgate but this is not considered unusual for a busy town centre.

Signage (same response as provided for application 6/2022/0733/FULL)

Although the property is currently vacant, the proposed fascia and projecting signs will be similar to those used by the previous occupant. The proposals don't therefore represent an increase in signage or visual clutter. 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 and projecting signs are approximately 3m above the footway which is acceptable. The applicant should be aware that the projecting sign may require a licence to be obtained from the highway authority.

The application form states that the luminance of the fascia sign lighting will be 1600cd/m² which appears to exceed the recommended luminance stated in the ILP's Professional Lighting Guide 05 – The Brightness of Illuminated Advertisements. If approved, a condition is recommended to ensure the lighting is in accordance with this guidance.

Conclusion

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