



TOWN AND COUNTRY PLANNING ACT 1990 CONTROL OF ADVERTISEMENT
REGULATIONS 1992
PLANNING DECISION NOTICE – CONSENT

N6/2008/1430/AD

REPLACEMENT OF CORPORATE SIGNAGE

at: WAITROSE LTD BRIDGE ROAD WELWYN GARDEN CITY

Agent Name And Address

MS C MARTIN
BAMBER & REDDAN
73 COLLIER STREET
LONDON
N1 9BE

Applicant Name And Address

WAITROSS LTD
171 VICTORIA STREET
LONDON
SW1E 5NN

In pursuance of their powers under the above mentioned Act and the Orders and Regulations for the time being in force thereunder, the Council hereby **GRANT** express consent to the display of the advertisement(s) proposed by you in your application received with sufficient particulars on 14/08/2008 and shown on the plan(s) accompanying such application. The consent is granted for a period of five years from the date hereof, and subject to the following conditions:-

1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Continuation ...

REASONS FOR 1-5 ABOVE:

To comply with the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

2. The development/works shall not be started and completed other than in accordance with the approved plans and details 0214-AG(P2)-102, 0214-AP-Z10, 0214-AE(P2)-001 REV A, 0214-AZ(P2)-002 received and dated 14 August 2008 and 3 October 2008 unless otherwise agreed in writing by the Local Planning Authority:

REASON: To ensure that the development is carried out in accordance with the approved drawings and any changes must be agreed in advance in writing by the Local Planning Authority.

3. 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 'Brightness of Illuminated Advertisements' ILE Technical Report No 5.

Reason: So that drivers of vehicles along the adjacent public highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

REASONS FOR APPROVAL

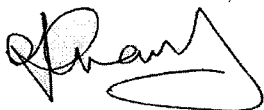
The proposal has, been considered against PPG19, East of England Plan 2008 policies SS1 and development plan policies GBSP2, D1 and D2 of the Welwyn Hatfield District Plan 2005, in addition to the Human Rights Act 1998, which indicate that the proposal should be approved. Material planning considerations do not justify a decision contrary to the Development Plan (see Officer's report which can be inspected at these offices).

NOTES

1. Advertisements may continue to be displayed after the expiry of the permitted period, subject to the power of the Local Planning Authority to serve notice under Regulation 16.

2. Under paragraph 6(4) of the Town and Country Planning (Control of Advertisements) Regulations 1992, before any advertisement is displayed the permission of the owner of the land or building on which the advertisement is to be displayed must be obtained.

Date: **09/10/2008**



Chris Conway
Chief Planning & Environmental Health Officer