

From: alan.story@hertfordshire.gov.uk
Sent: 08 September 2015 13:28
To: Planning
Subject: Planning application 6/2015/1667/ADV - 38 Wigmores North

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

District ref: 6/2015/1667/ADV
HCC ref: WH/236/2015
HCC received: 21/08/2015
Area manager: James Dale
Case officer: Alan Story

Location

38 Wigmores North
Welwyn Garden City
AL8 6PH

Application type

Advertisement Consent

Proposal

Replacement of existing signage

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:

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in TR5 Brightness of Illuminated Advertisements (2001). Reason: To avoid undue distraction to road users in the interest of road safety.
2. All parts of the projecting signage must be at a height of, or greater than 2.3 m vertically above the footpath. Reason: In the interests of pedestrian/highway safety and convenience.

Comments:

The proposal represents replacement of existing signage and represents no material change in highway terms.

Wigmores forms part of the centre of the town centre shopping area, and therefore the signage shall not be out of character nor represent a significant visual distraction, therefore I do not consider that the proposed shall be prejudicial to highway safety.

Drawing 0184-142-00 fails to identify the height above the footway at which the projecting sign shall be installed. I recommend a condition is attached to any grant of consent requiring that the sign be positioned not beneath a height of 2.3m when measured from the footway surface.

In the absence of defined levels of illuminance within section 11a of the accompanying application I recommend a condition be attached governing the level of illumination of the sign in order to ensure that the proposal shall not be prejudicial to highway safety as a result of glare or dazzlement.

Alan Story

Date 08/09/2015

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