

From: alan.story@hertfordshire.gov.uk
To: [Planning](#)
Subject: Planning application 6/2016/0311/ADV - 27 Bridge Road East
Date: 04 April 2016 14:10:43

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

District ref: 6/2016/0311/ADV

HCC ref: WH/50/2016

HCC received: 21/03/2016

Area manager: James Dale

Case officer: Alan Story

Location

27 Bridge Road East

Welwyn Garden City

AL7 1JE

Application type

Advertisement Consent

Proposal

Installation of 2no illuminated and 1no non-illuminated fascia sign

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. The means of illumination shall be shielded so that no glare or dazzle occurs to drivers of vehicles using the public highway, and such screening shall thereafter be maintained to the authority's satisfaction. Reason: To avoid glare or undue distraction to road users in the interest of road safety.

Comments: All signs are visible from Bridge Road East. BRE is an unnumbered classified road, subject to 30mph past the site. A review of accidents, 5 year, does not identify any accidents associated with the points of access to the commercial estate within which this application is sited.

This retrospective application represents many signs being a direct replacement of existing, providing corporate rebranding of the fast fit auto repair centre at this location.

Revisions to the pylon sign do not result in any change to available visibility splays from the egress from the 'Bridge Park' commercial estate. New illuminated signs are provided for reception sign and fascia. Illumination is described as static and defined to a level within the maximum recommendations of the appropriate technical guidance. I present no objection to the proposals, but recommend the above conditions be applied to ensure that the sign is maintained to this illumination and general repair in order to prevent the risk of dazzlement or glare to drivers on the adjacent Local Distributor and recommended in the interest of highway safety.

Alan Story

Date 04/04/2016

****Disclaimer****

The information in this message should be regarded as confidential and is intended for the addressee only unless explicitly stated. If you have received this message in error it must be deleted and the sender notified. The views expressed in this message are personal and not necessarily those of Hertfordshire County Council unless explicitly stated. Please be aware that emails sent to or received from Hertfordshire County Council may be intercepted and read by the council. Interception will only occur to ensure compliance with council policies or procedures or regulatory obligations, to prevent or deter crime, or for the purposes of essential maintenance or support of the email system.