

Emily Stainer

From: Anthony.Collier@hertfordshire.gov.uk
Sent: 22 December 2016 09:39
To: Planning
Subject: Planning application 6/2016/2495/ADV - Former Argos Direct Distribution Depot

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

District ref: 6/2016/2495/ADV

HCC ref: WH/261/2016

HCC received: 07/12/2016

Area manager: Manjinder Sehmi

Case officer: Anthony Collier

Location

Former Argos Direct Distribution Depot
11 Bessemer Road
Welwyn Garden City
AL7 1HF

Application type

Advertisement Consent

Proposal

Installation of 1 illuminated fascia sign to external cladding at high level to east elevation, rear of warehouse. Installation of 1 illuminated fascia sign to external cladding at high level to west elevation, rear of warehouse

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.

I recommend 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. IN1) 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 'Technical Report No 5: Brightness of Illuminated Advertisements'.

Proposal for the Installation of two illuminated advertisement signs to industrial unit

Signage is unlikely to have any material impact on highway use. The renewal of the signage is not a material increase in signage as advised against in manual for streets. There have been no associated accidents or incidents on the public highway adjacent to where the signage would be visible from and are situated perpendicular from the road. There would be minimal to no light spill from the proposal.

No aspects of the design prevent the use of sustainable modes of transport such as walking or cycling. I do not consider that the proposal shall have any material impact on highway safety / capacity, and therefore present no objections.

Anthony Collier

Date 22/12/2016

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