

Rachel Legood

From: Anthony.Collier@hertfordshire.gov.uk
Sent: 27 February 2017 11:04
To: Planning
Subject: Planning application 6/2017/0186/ADV - Distribution Centre

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

District ref: 6/2017/0186/ADV
HCC ref: WH/35/2017
HCC received: 08/02/2017
Area manager: Manjinder Sehmi
Case officer: Anthony Collier

Location

Distribution Centre
Bessemer Road
Welwyn Garden City

Application type

Advertisement Consent

Proposal

Installation of 5 fascia signs. 2x internally illuminated 3x non-illuminated

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.

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 of Installation of 5 fascia signs. 2x internally illuminated 3x non-illuminated. The site is located on Bessemer Road, Welwyn garden City, AL7 1GF. Bessemer road is a 30mph main distributor road joining Bridge road via a light controlled cross roads. The proposed signage may also be visible from Bridge Road, a 30mph secondary distributor road.

It is unlikely that the addition of signage will have no material impact on highway use. The signage is not a material increase 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 27/02/2017

****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.