# NORTH HERTFORDSHIRE DISTRICT COUNCIL

Town and Country Planning (Control of Advertisements) Regulations 1992

## DECISION NOTICE

**Correspondence Address:**
Mr Jason Tew
4 Harborough Road
Kingsthorpe
Northampton
NN2 7AZ
United Kingdom

**Applicant:**
Mr Paul Clayton

**PARTICULARS OF DEVELOPMENT**

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|---|---|
| **Application:** | 18/00210/AD |
| **Proposal:** | Building mounted, fence mounted and ground based signs for Royston Labels, 4 No. Building Mounted Signs ; 2 No. Fence mounted signs ; 2 No. Ground based signs on posts, (signs 2; 3; 4; 5 and 6; 7 illuminated; 1; 8 and 9 non illuminated; |
| **Location:** | Units 17-20, Greenfield, Royston, Hertfordshire, SG8 5HN, |
| **Approved Plan Nos:** | 4326/SK25B<br>4326/SK24A<br>4326-SK10 |

**PARTICULARS OF DECISION**

In pursuance of its powers under the above Act and the associated Orders and Regulations, the Council hereby **GRANT** express consent to the above display proposed by you in your application received with sufficient particulars on 23 January 2018.

This advertisement consent is subject to the following condition(s):

1. The development hereby permitted shall be carried out wholly in accordance with the details specified in the application and supporting approved documents and plans listed above.

Reason:To ensure the development is carried out in accordance with details which form the basis of this grant of permission.

2. (a) 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.

(b) No advertisement shall be sited or displayed so as to-

(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institute of Lighting Professionals in the publication ' Brightness of Illuminated Advertisements ' A.P.L.E. Technical Report No 5. (Third Edition 2001) and Traffic Signs Regulations & General Directions 2002 Section 3.

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

4. Planning permission has been granted for this proposal. Discussion with the applicant to seek an acceptable solution was not necessary in this instance. The Council has therefore acted proactively in line with the requirements of the Framework (paragraphs 186 and 187) and in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

**Signed:**



Development & Conservation Manager

**Date:** 12 March 2018

Development Management
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth
Herts
SG6 3JF

**NOTES**

1 **Failure to satisfy conditions may invalidate this consent and/or result in enforcement action. Particular attention should be paid to the requirements of any condition in bold.**

2 If you are aggrieved by this decision, you may appeal to The Planning Inspectorate, within 8 weeks of the date of receipt of this decision or, in exceptional circumstances, such longer period as the Secretary of State may agree.

Appeals can be made online at: https://www.gov.uk/planning-inspectorate.
If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.