

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007**

AGENT

DLA Town Planning Ltd
5 The Gavel Centre Porters Wood
St Albans
Hertfordshire
AL3 6PQ

APPLICANT

Mrs W Mackney
Arlo Living Limited t/a Arlo & Jacob
Unit 10 Castle Lane Industrial Estate
Melbourne
Derbyshire
DE73 8JB

EXPRESS CONSENT

Advertisement consent - Display of one externally illuminated fascia sign and two non illuminated fascia signs

Unit C2/C3 The Albert Bygrave Retail Park North Orbital Road St Albans Hertfordshire

In the pursuance of their powers under the above-mentioned Act and the Orders and Regulations for the time being in force thereunder, the Council hereby **grant Express Consent** to the display of advertisement proposed by you in your application dated 15/01/2025 and received with sufficient particulars on 13/03/2025 and shown on the plan(s) listed below.

This consent is granted for the period of five years from the date hereof, and subject to the following conditions and reasons:-

Condition

1. This consent is granted for a period of five years commencing on the date of this notice.

Reason

1. To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Condition

2. The illumination of any advertisement display hereby authorised to be illuminated shall take place during the hours of opening of the business operation only and at no other times.

Reason

2. To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Condition

3. Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason

3. To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Condition

4. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

THIS IS AN IMPORTANT DOCUMENT AND IS LIKELY TO BE REQUIRED WHEN YOU COME TO SELL YOUR PROPERTY. YOU ARE ADVISED TO KEEP IT WITH YOUR TITLE DEEDS.

Reason

4. To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Condition

5. 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.

Reason

5. To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Condition

6. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway, (including any coastal waters) or aerodrome (civil or military).

Reason

6. To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Condition

7. Prior to the first use of the development hereby permitted the intensity of illumination shall be provided at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Note for the Reduction of Obtrusive Light GN01:20'.

Reason

7. To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policy 78 of the St Albans District Local Plan Review 1994.

Justification for the grant of Express consent

The proposed advertisement display is considered acceptable. It will have no detrimental impact on visual amenity nor on highway safety. The proposal is in accordance with Policy 78 (Advertisement Control) of the St. Albans District Local Plan Review 1994 and the National Planning Policy Framework 2024.

Signed



Christine Traill
Strategic Director – Community and Place Delivery
St Albans City & District Council

Dated 30/04/2025

INFORMATIVES:

This determination was based on the following drawings and information: Site location plan, block plan, 1 Rev A, 000/01, Planning Statement.

The Local Planning Authority has been positive and proactive in its consideration of this planning application. The development improves the economic, social and environmental conditions of the District.

Under the Control of Pollution Act 1974, the applicant is advised that no demolition or construction works relating to this site and development should be carried out on any Sunday or Bank Holiday, nor before 07.30 hours or after 18.00 hours on any days, nor on any Saturday before 08.00 hours or after 13.00 hours

Remember - you are responsible for the legal and safe disposal of any waste associated with your project. In the event of your waste being fly tipped or otherwise disposed of illegally or irresponsibly, you could be held liable and face prosecution. If you give waste to anyone else ensure they are authorised to carry it. Ask for their carrier's authorisation. You can check online at <https://environment.data.gov.uk/public-register/view/search-waste-carriers-brokers> or by telephone 03708 506 506.

When carrying out these works please give utmost consideration to the impact during construction on the environment, neighbours and the public. Think about using a company to carry out the works who are registered under the Considerate Constructors Scheme. This commits those registered with the Scheme to be considerate and good neighbours, as well as clean, respectful, safe, environmentally conscious, responsible and accountable. For more information please contact the Considerate Constructors Scheme directly on 0800 783 1423, siteenquiries@ccscheme.org.uk or visit www.ccscheme.org.uk.

Appeals to the Secretary of State

If you are aggrieved by the decision of your Local Planning Authority to refuse permission for the proposed development, or to grant it subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990.

If you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square Temple Quay Bristol BS1 6PN or online at <https://www.gov.uk/guidance/appeals#Advertisement-consent-appeal>

The Secretary of State may allow a longer period for the giving of notice of an appeal, but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the Local Planning Authority could not have granted planning permission for the proposed development, or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of the development order and to any directions given under a development order.