

DELEGATED FILE NOTE

CASE OFFICER: ...Andrew Hunter.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01980/AD	Erection of billboard to replace existing fence (Development completed)	Land At The Corner Of Walsworth Road And Cambridge Road Hitchin Hertfordshire SG4 9UN

Submitted Plan Nos

Location Plan Proposed Elevations

D1	Sustainable design
SECN12	Achieving well-designed places
HE1	Designated heritage assets
SECN16	Conserve + enhance historic environment
SECN9	Promoting sustainable transport
SP6	Sustainable transport
T1	Assessment of transport matters
SP9	Design and Sustainability

2.0 **Relevant Site History**

2.1 None.

3.0 **Representations**

3.1 **Hertfordshire County Council highways** – The placement of the signage is acceptable.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The site is a billboard near a fence, at the junction of the A505 and B656. The locality has a commercial character, including other signage. The site is in a Conservation Area.

4.2 **Proposal**

- 4.2.1 The proposal is for the retention of a billboard that has been erected, which would display different advertising. The billboard is not illuminated.

4.3 **Key Issues**

- 4.3.1 The key material considerations are amenity and public safety, as set out in paragraph 136 of Section 12 of the NPPF.

Amenity

- 4.3.2 The site is in an area that is characterised by a concentration of billboards and other advertising around the edges of a busy road junction, and as such has a commercial character.
- 4.3.3 The billboard that is proposed to be retained is small in comparison to other billboards and signs at the junction area, and is considered acceptable in this respect. The billboard extends signage further south along the east side of the B656, however this is not considered harmful due to its small size, being partially obscured by trees, and as there are larger more noticeable signs further to the south on/near the 'b&m' building.
- 4.3.4 The design, size and siting of the sign is not considered harmful to the character and appearance of the locality. The site is in the Hitchin Conservation Area, however this part of the CA has a commercial character with a substantial amount of signage in a small location, and the billboard is not considered harmful to the significance of the CA. I therefore consider the sign acceptable with regards to amenity. The proposal complies with Policies D1 and HE1 of the Local Plan, and Section 12 and 16 of the NPPF.

Public safety

- 4.3.5 The sign is adjacent to the footway of a public highway, however it does not obstruct the footway due to its siting and slim design. The sign does not obstruct road signs or other signs and traffic lights, and is not illuminated. The highways officer has not raised any concerns, which is given significant weight. The sign is not considered harmful to the operation of the public highway or would result in other adverse safety impacts. Impacts on public safety from the proposal are considered acceptable. The proposal complies with Policies D1 and T1 of the Local Plan, and Sections 9 and 12 of the NPPF.

4.4 **Conclusion**

- 4.4.1 The proposed signage would have acceptable impacts on amenity and public safety.

5.0 **Recommendation**

- 5.1 That consent be **GRANTED** subject to the following conditions:

1. (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.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 26 November 2024	