

DELEGATED FILE NOTE

CASE OFFICER: ...Tom Rea.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/02852/AD	Installation of internally illuminated main entrance fascia sign and fascia signage to existing front lawn structures (development already carried out)	The Old Grammar School Broadway Letchworth Garden City Hertfordshire SG6 3NX

Submitted Plan Nos

6796-1 102B

1.0 Policies

D1	Sustainable design
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HE1	Designated heritage assets
T1	Assessment of transport matters
D3	Protecting living conditions
SECN9	Promoting sustainable transport
SECN12	Achieving well-designed places
SECN16	Conserve + enhance historic environment

2.0 **Site History**

2.1 None relevant

3.0 **Representations**

3.1 **Conservation Officer** – No objection.

I would comment that the internally illuminated sign for Emile Dale is inappropriate not only for the character of the Old Grammar School but to the character of the conservation area. It does not in my opinion enhance the character or reflect the history of this building and its contribution to Letchworth's history. I would suggest if they want to advertise their presence the sign is erected elsewhere.

3.2 **Hertfordshire Highways** – Does not wish to restrict permission but requests informative be included.

3.3 **Letchworth Garden City Heritage Foundation:** Comment as follows:

'We write to confirm that the proposed signage accords with the Foundations published Design Principles.

The building mounted signage has individual letter internal illumination, its size is in context with entrance surround. The signage is a contemporary addition fitting to minimise damage to the original stone carved signage which remain preserved.

The signage fitted to the entrance wall is well proportioned and simple in design and appearance

In summary we are supportive of the application submitted for Advertisement Consent.'

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 Former Grammar School building located on the west side of Broadway.

4.2 **Proposal**

4.2.1 Installation of internally illuminated main entrance fascia sign and fascia signage to existing front lawn structures (development already carried out)

4.3 **Key Issues**

4.3.1 The main issues in this case are the impact that the signs would have on the amenity of the locality and on highway safety.

4.3.2 On the first issue, it is noted that the sign is erected over an original stone entrance feature covering an original 'Grammar School' carved sign. Whilst this is regrettable the original sign remains intact and can be revealed once the sign is no longer required. There would be no permanent loss of historic fabric to the entrance feature. I therefore disagree with the NHDC Conservation officer and agree with the comments of the Heritage Foundation. Furthermore, the sign is set well back from the highway and the amount of illumination limited. .

I do not consider that the sign has any adverse visual effect on the area. In my view, it is acceptable.

4.3.3 With regard to the issue of highway safety, Hertfordshire Highways have not objected to the safety of the proposed signage and its associated lighting and therefore would have a reasonable impact on the safety and operation of the adjoining highways.

4.4 **Conclusion**

4.4.1 Overall, I consider that the proposed signs would not be detrimental to visual amenity, the character of the area or highway safety and therefore can see no reason to refuse advertisement consent for the application.

5.0 **Recommendation**

5.1 That advertisement 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.

Informative/s:

1. AN1) Projecting signs: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway. Further information is available via the County Council's website: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047.
AN2) Extent of highway: Information on obtaining the extent of public highway around the site can be acquired from the County Council's website at: www.hertfordshire.gov.uk/services/highways-roads-and-pavements/changes-to-your-road/extent-of-highways.aspx
AN3) Storage of materials: The applicant is advised that the storage of materials associated with the construction of this development should be provided within the site on land which is not public highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence. Further information is available via the website: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

AN4) Obstruction of public highway land: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence. Further information is available via the website: <https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

Signed  Sam Dicocco	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 15 April 2025	