

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/02524/AD	Installation of illuminated and non-illuminated external signs; five flood lights and two car park entrance signs and associated works	The Green Man Arch Road Great Wymondley Hitchin Hertfordshire SG4 7EU

Submitted Plan Nos

Location Plan Sign Details Existing Elevations Plans Proposed Elevations Plans Proposed Elevations
Annotated Photo Proposed Elevations Annotated Photo

1.0 Policies

D1	Sustainable design
HE1	Designated heritage assets
SECN12	Achieving well-designed places
SECN16	Conserve + enhance historic environment
SECN9	Promoting sustainable transport
SP13	Historic environment
SP6	Sustainable transport
SP9	Design and Sustainability
T1	Assessment of transport matters

2.0 Relevant Site History

- 2.1 07/01834/1AD - Retention of 5 advertisement boards displayed at first floor level –
Refused 25/09/07 for:
1. The advertisements by reason of the size, position and design would have a harmful impact on the character and visual amenity of the Conservation and the rural village

setting, accordingly the proposal is contrary to Policy 20 and 46 of the North Hertfordshire District Local Plan No 2 with Alterations.

3.0 **Representations**

- 3.1 **Hertfordshire County Council highways** – Does not wish to restrict the grant of permission.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The site is a 2 storey pub that is on a corner plot. The locality has a low density residential character. The site is in a Conservation Area, there are listed buildings nearby, and the site is in the Green Belt. The site is an Asset of Community Value.

4.2 **Proposal**

- 4.2.1 The proposal is for the installation of new and replacement external signage and lighting comprising:
- ☐ A replacement hanging sign to a pillory in the front car park area, which would be externally illuminated.
 - ☐ Two replacement informational signs on the pillory (not illuminated).
 - ☐ Four replacement signs on the front elevation of the pub.
 - ☐ Two replacement car park entrance signs (not illuminated).
 - ☐ Five new floodlights.
 - ☐ Refurbishment of 3 existing lanterns.
 - ☐ Removal of 4 signs on the north side elevation.

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 a Conservation Area. The proposed signs and lighting would be primarily replacements of existing, with the new lights being small additions. The proposed works would be of an acceptable quality that would be in keeping with the older and more traditional character and appearance of the pub, and would be in appropriate locations on the building and in the site.
- 4.3.3 The proposed signage will not harm the significance of the Conservation Area, and the setting and significance of listed buildings. The new signage and lighting will be in keeping with the character and appearance of the locality. I therefore consider the proposed signs 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

- 4.3.4 The signs and lighting will not obstruct public highways or be considered to detrimentally affect their operation, and overall would have similar impacts to the existing. The highways officer has not raised any concerns, which is given significant weight. The proposed signs are 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 Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 17 December 2024	