

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/00801/AD	Installation of front (west) elevation illuminated sign.	Kingdom Hall Of Jehovahs Witnesses Grove Road Hitchin Hertfordshire SG5 1SQ

Submitted Plan Nos

HIT-P-022-P2 HIT-P-050-P1 Location Plan Block Plan HIT-P-210-P1

1.0 Policies

SECN12 Achieving well-designed places

2.0 Site History

2.1 n/a

3.0 **Representations**

- 3.1 Herts Highways: 'Does not wish to restrict the grant of permission subject to condition and informative'

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The application site lies on the south eastern side of Grove Road backing onto Ransoms Recreation Ground. Opposite the application site are residential properties. To the north is Hitchin Industrial estate.

4.2 **Proposal**

- 4.2.1 The application seeks advertisement consent for the installation of the following signage:
- ☐ 1x Aluminium box and fascia sign 2.7m in length and 600mm in height located 2.35m above ground level. LED trough illumination is proposed to the edges of the lettering and top of the box sign

4.3 **Key Issues**

- 4.3.1 The key material considerations are amenity and public safety as advised by the National Planning Policy Framework

Amenity

- 4.3.2 The application signage faces Grove Road a main road leading to Hitchin Industrial estate. The existing building is used for community purposes.
- 4.3.4 The signage is limited to a modest fascia sign and letting sign. The illumination is restricted only to the fascia lettering and the logo on the box sign.
- 4.3.5 The design of the signage is considered complementary to the modern appearance of the building.
- 4.3.6 Having regard to the continued use of the site and the limited height and amount of signage it is considered the potential impact of the proposed signage on the character and appearance of the building and surrounding area and the amenity of the area in general would be acceptable.

Public safety

- 4.3.7 The amount of signage and the intensity of illumination is restrained. The signage is set away from the public footpath and highway and it would be at a sufficient height so as to not be obstructive to pedestrians and as such would not give rise to conditions prejudicial to pedestrian and highway safety. The position of the signage and the levels of illumination are noted by the Highways Authority and no objections are raised.

Therefore, with regards to public safety, there is considered to be no detrimental impacts that arise from the proposed advertisement details.

4.4 **Conclusion**

- 4.4.1 The proposed advertisement details are considered to be acceptable and conditional advertisement consent is recommended.

4.5 **Alternative Options**

- 4.5.1 None applicable

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.

2. The illuminated signs hereby permitted shall be controlled a level that is within the values recommended by the Institution of Lighting Professionals in the publication Professional Lighting Guide 05: Brightness of Illuminated Advertisements (PLG05).

Reason: To ensure construction of a satisfactory development and in the interests of highway safety
in accordance with Policies 5, 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

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  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 13 May 2025	