DELEGATED FILE NOTE

CASE OFFICER: …Heather Lai……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/01057/AD	Installation of a non illuminated fascia sign on sports hall.	Kingshott School Stevenage Road Hitchin Hertfordshire SG4 7JX

Submitted Plan Nos

1.0 Policies

1.0 **Policy**

1.1 **North Hertfordshire District Council Local Plan No. 2 with alterations**
Policy 2 – Green Belt

1.2 **National Planning Policy Framework**

Section 7 – Requiring good design

1.3 **Emerging Local Plan 2011-2031 (Approved by Full Council 11th April 2017)**

SP5: Countryside and Green Belt
SP9: Design and Sustainability
D1: Sustainable design
CGB4: Existing rural buildings
Policy T1: Assessment of transport matters

2.0 **Site History**

The relevant cases for the current application are:

18/01057/AD: Kingshott School Installation of a non illuminated fascia sign on sports hall.

16/02658/1: Construction of sports hall building and associated works approved on 23.05.2017

3.0 **Representations**
None required.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**
The application site is Kingshott School, an independent school which is located off the A602 Stevenage Road on the north side of the road. Specifically the application relates to a sports hall that was granted approval in 2017, and is substantially erected and due to be occupied from September 2018. The sports hall is located on the eastern side of the school campus, and is set back from the boundary with the A602 by approximately 45m. The application site is not in a conservation area; however it is within the Green Belt.

4.2 **Proposal**
The proposal seeks advert consent for the installation of a non-illuminated fascia sign to the south wall of the sports hall, facing the A602.

4.3 **Key Issues**
Advertisement consents can consider the visual impact of a proposal, and any potential impact on highway safety. As the site is within the Green Belt the visual impact considers both the detailed design of the fascia advert, and its visual impact on the Green Belt.

The principle of the erection of the sports hall has already been accepted, and it is considered the erection of a non-illuminated, non-projecting fascia signage to the south elevation of this modern, functional sports hall will not have an adverse visual impact, and does not constitute inappropriate development within the Green Belt. It is considered the proposal is acceptable in visual amenity terms/impact on the Green Belt and accords with Policy 2 of the saved Local Plan, and policies SP5: Countryside and Green Belt, SP9: Design and Sustainability and D1: Sustainable design of the draft Local Plan.

Regarding the impact on the highway, as stated above it is set back from the highway by approximately 45m and there is significant tree cover to the boundary of the school, it is considered the installation of non-illuminated, non-projecting fascia signage measuring 2.4m x 5.5m, and 0.2 x 0.6 will not cause an adverse impact on the highway, and accords with policy T1 of the draft Local Plan.

4.4 **Conclusion**
In the absence of material planning reasons to the contrary it is my view that planning permission should be **GRANTED.**

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.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 13 June 2018	