DELEGATED FILE NOTE

CASE OFFICER: …Ben Glover……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/00653/AD	Replacement illuminated and non-illuminated signage	The Bucks Head Stevenage Road Little Wymondley Hitchin Hertfordshire SG4 7HY

Submitted Plan Nos
Proposed signage details Location plan

1.0 Policies

1.0 **Policies**

1.1 **National Planning Policy Framework (2012)**

Section 7 – Requiring good design
Section 12 – Conserving and enhancing the historic environment

1.2 **Planning Practice Guidance**

Advertisements

2.0 **Site History**

2.1 16/02673/1LB - External lighting and fixings associated with installation of replacement signage – Granted Conditional Consent on 12/12/2016.

2.2 16/02647/1AD - Replacement signage comprising externally illuminated panel signs, two non-illuminated amenity boards, 1 single sided post panel, 2 externally illuminated fascia signs and 1 externally illuminated gable board – Granted Conditional Consent on 12/12/2016.

2.3 02/01634/1LB - Side conservatory (as amended by drawing no. NBH/10B received 20/02/2003, 3B and 4C received 08/04/2003) – Granted Consent on 06/06/2003.

2.4 02/01633/1 - Side conservatory (as amended by drawing no. NBH 10B received 20/02/03, 3B and 4C received 08/04/2003) – 06/06/2003.

2.5 97/00497/1 - Nine additional car parking spaces (as amended by drawing 70405/2 received on 23.6.97 and 70405/1A received on 26.6.97) – Granted Conditional Permission on 31/07/1997.

2.6 94/01238/1LB - Listed Building Consent; various externally illuminated signs – Granted Consent on 03/01/1995.

2.7 94/01175/1AD - Various externally illuminated signs – Granted Consent on 03/01/1995.

2.8 94/00759/1LB - Illuminated and non-illuminated pub signs; including pole sign (as amended by agents letter dated 20.07.94) – Granted Consent on 27/09/1994.

2.9 94/00662/1AD - Illuminated and non-illuminated pub signs; including pole sign (as amended by drawing No 1A received 22.07.94) – Granted Consent on 10/08/1994.

2.10 93/01223/1LB - External alterations replacement of two window casements – Granted Consent 02/12/1993.

2.11 86/00812/1LB - Erection of single storey extension – Granted Consent on 04/07/1986.

2.12 86/00811/1 - Erection of single storey rear extension. – Granted Conditional Permission on 04/07/1986.

2.13 78/01191/1 - Single storey timber building for use as beer store – Granted Conditional Permission on 12/09/1978.

3.0 Representations

3.1 HCC Highways – Notice is given under article 18 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that the Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission.

COMMENTS: The application comprises of advertisement consent for replacement signs and hoardings at The Bucks Head public house, Stevenage Road, Little Wymondley. Stevenage Road is designated as a classified 'C' local distributor road, subject to a speed limit of 30mph and is highway maintainable at public expense.

None of the proposed signage is considered to negatively interfere with the highway adjacent to the site. The height of the proposed replacement lanterns are 2.4m from the ground and this adheres to the guidance as outlined in Roads in Hertfordshire: Highway Design Guide. HCC as Highway Authority has considered that the proposal would not have an unreasonable impact on the safety and operation of the adjoining highway and therefore has no objections on highway grounds to the application.

4.0 Planning Considerations

4.1.1 The Bucks Head is a grade II listed building and the list entry reads as:

Inn, now a public house. Late C16 or early C17 built for Nedham family, post-Reformation Lords of the Manor, as Black Buck's Head Inn named after their crest. Altered in C17. Sold by family in 1712. Timber frame on brick sill, panelled roughcast with plain margins. Exposed timber framing on E side. Steep old red tile roofs. A 2-storeys and cellar, H-plan, 3-cells, lobby-entry, internal chimney plan inn facing N with

only the gabled and jettied 1st floor of the 2 wings projecting to the front, and the staircase to the rear of the stack. Middle part of N front has entrance up steps with boarded door in heavy frame next the W wing, deep coved eaves cornice, and shallow rectangular 2-storeys bay window. Canted bay window below jetty of E wing, with 3-lights casement window with small panes to 1st floor of each wing and ground floor of W wing. Interior has exposed framework with jowled posts, axial chamfered and hollow-stopped beams to 2-bays hall part, old joists remaining in part of floor in E wing, and plain squared joists over the W wing. Large internal chimney serving hall and W wing built in stages. Clasped-purlin roofs. Pegged bracket supporting E end of axial floor beam in hall and eaves-cove suggest the hall range was heightened in the C17 to make 2 full floors. The fireplaces serving the W wing and the 1st floor are probably later additions. (RCHM (1911)149: VCH (1912)186-7: inf Mr. Farris).

4.2 **Proposal**

4.2.1 Consent is sought for the installation of illuminated and non-illuminated external signage. The proposal also includes the placement of three additional floodlights to the side and rear of the property.

1.0 Sign A – 2x new fascias with applied 10mm perspex letters , illuminated by trough lights – 4.8m x 550mm.
2.0 Sign B – 1x new double sided pictoral with printed image to existing post illuminated by new linolites – 900mm x 1.2m.
3.0 Sign C – 1x new bullnose gable board with vinyl text – 2.8m x 1.5m.
4.0 Sign D – 2x new tall chalkboards – 800mm x 1.8m
5.0 Sign F – 1x new double sided post sign with vinyl text – 1.8m x 1m
6.0 Sign G – 3x new car park disclaimers with vinyl text – 500mm x 500mm
7.0 Sign I – 3x new floodlights to side and rear.
8.0 Sign J – 1x new beer garden sign, vinyl text – 1m x 250mm.

4.3 **Key Issues**

4.3.1 The key issues are the impact upon the visual amenity of the street scene and upon highway safety.

Character and Design:

4.3.2 The National Planning Policy Framework (NPPF) states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. Specifically in relation to advertisements, the NPPF notes that poorly places advertisements can have a negative impact on the appearance of the built and natural environment.

4.3.3 The size and form of the proposed signage would be similar to that of the existing with the addition of lighting in the form of floodlights being the only addition to the property. It is considered that the works would be appropriate to the building and would not result in the cluttering of the principle and side elevations.

4.3.5 Sign C, would be sited on the side elevation at first floor level. Whilst large, the sign would be reduced in scale from its existing size and would therefore result in a less dominant addition to the side elevation. It is considered that the proposed advertisements would not contribute to a detrimental cumulative effect on the character and appearance of the building or wider area.

Impact on Public Safety:

4.3.6 HCC Highways comments have been detailed in section 3 of the report. No concerns were raised over the impact the proposed development would have on the safety of the public highways subject to the inclusion of the appropriate conditions.

4.4 **Conclusion**

4.4.1 The advertisements are considered acceptable. They will have no detrimental impact on the visual amenity of the locality or highway safety.

5.0 **Recommendation**

5.1 That planning permission 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 intensity of illumination shall be controlled at a level that is within the limit recommended by the Institute of Lighting Professionals in the publication ' Brightness of Illuminated Advertisements ' A.P.L.E. Technical Report No 5. (Third Edition 2001) and Traffic Signs Regulations & General Directions 2002 Section 3.

Reason: So that drivers of vehicles along [Street Name] are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 4 June 2018	