

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/01075/AD	Installation of 1no. internally illuminated fascia sign; 1no. non-illuminated welcome message sign; 1no. non-illuminated ATM surround sign; and 1no. non-illuminated ATM CCTV disclaimer sign to existing west elevation.	The Anchor 84 Cambridge Road Hitchin Hertfordshire SG4 0JH

Submitted Plan Nos

P-90589-100-A - P-90589-210-D P-90589-217-A P-90589-214-A

1.0 Policies

D1 Sustainable design

2.0 **Site History**

- 2.1 23/01947/FP: Erection of new convenience retail unit (Class E); alterations to means of access and reorganisation and extension of car park, including the change of use of land from residential gardens and the installation of EV charging points; demolition of outbuildings to pub and external alterations including the erection of garden pergola and structures, new patio and external lighting and installation of new cold store and covered walkway to back of house and replacement of part of kitchen extraction system. Granted 26.03.24

3.0 **Representations**

- 3.1 Herts Highways: No objections

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 Public House and detached supermarket site located on the south east side of Cambridge Road (A505). The application relates to the frontage of the supermarket store only.

4.2 **Proposal**

- 4.2.1 Installation of 1no. internally illuminated fascia sign; 1no. non-illuminated welcome message sign; 1no. non-illuminated ATM surround sign; and 1no. non-illuminated ATM CCTV disclaimer sign to existing west elevation.

4.3 **Key Issues**

- 4.3.1 The key issues are visual amenity and highway safety

4.3.2 **Visual amenity**

1no. internally illuminated fascia sign

This is the largest of the signs (Sainsbury's Local 6.75m long, 1.0m high and 3.3m above ground level). The sign is set well back from Cambridge Road and is limited to the gable located centrally on the building. The illumination is limited to the text letters only. The sign is not excessive in size and the illumination is restrained. No objections are raised.

1no. non-illuminated welcome message sign; 1no. non-illuminated ATM surround sign; and 1no. non-illuminated ATM CCTV disclaimer sign to existing west elevation.

These signs are smaller and at a low level. Even cumulatively they have limited impact on the visual amenities of the site and wider area.

By reason of the distance from the highway, limited illumination and limited size and scale, the proposed signs will have no significant impact on the visual amenities of the locality.

4.3.3 Highway safety

4.3.4 The highway authority comment as follows:

'This level of development is unlikely to dazzle or distract drivers on Cambridge Road or in the car park; therefore, the highway authority would not wish to restrict the grant of planning permission.'

Informatives will be attached as recommended.

In view of the above comments of the Highway Authority the proposed signage is considered acceptable in highway safety terms.

4.4 **Conclusion** Acceptable.

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. AN) 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 County Council website at:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

AN) Obstruction of highway: 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 County Council website at:

<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  Shaun Greaves Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 13 June 2025	