

DELEGATED FILE NOTE

CASE OFFICER: ...Henry Thomas.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01937/AD	Installation of No.3 fascia signs to existing front elevation.	5 - 9 Commerce Way Letchworth Garden City Hertfordshire SG6 3DN

Submitted Plan Nos

2360 2360-BP G_88697

1.0 Policies

D1	Sustainable design
HE1	Designated heritage assets
SECN9	Promoting sustainable transport
SECN12	Achieving well-designed places
SECN16	Conserve + enhance historic environment

2.0 **Representations**

2.1 None.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site consists of units 5-9 Commerce Way of primary shopping frontages within the Letchworth Town Centre. The site is a terraced building, with retail usage on the ground and first floor and residential accommodation on the third and fourth floor. The site is located within the Letchworth Conservation Area. The site is also subject to the Letchworth Garden City Article 4 Direction.

3.2 **Proposal**

3.2.1 Installation of No.3 fascia signs to existing front elevation.

3.3 **Key Issues**

3.3.1 The key material considerations are amenity and public safety.

Design and Appearance

3.3.2 The proposal seeks to install 3 fascia signs on the front elevation of the building. Whilst there are a mixture of colours and designs of commercial signage along the frontage of

Commerce Way, several buildings have internally lit fascia signs above the entrance way. This proposal would have a scale and design that is sympathetic to other retail properties within the street scene and is a common design for the occupier branding. As such, it is my view that the proposal would be acceptable in design terms and would not appear out of context for this location within the Letchworth Town Centre.

Heritage

- 3.3.3 The application site would not be located near any listed buildings but would be within the Letchworth Conservation Area. Whilst no reference to this is made within the Design and Access Statement, it is my view that the proposal would not have a detrimental impact on the character and appearance of the Conservation Area. This is due to the fact that the proposed design, colour, material and scale would be sympathetic to the street scene and other retail properties within the Conservation Area. The proposal complies with Policies D1 and HE1 of the Local Plan, and Section 12 and 16 of the NPPF.

Public Safety

- 3.3.4 Given the location of the building and the position of the signage above the entranceway there would not, in my view, be any harm to public safety as a result of the proposed signage.

3.4 **Conclusion**

- 3.4.1 Overall, the proposed signage is considered acceptable and, in my view, would not result in a detrimental impact upon amenity and public safety. Therefore, advertisement consent should be granted.

4.0 **Recommendation**

- 4.1 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  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 5 November 2024	