DELEGATED FILE NOTE

CASE OFFICER: ...Sam Dicocco.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/00210/AD	Building mounted, fence mounted and ground based signs for Royston Labels 4 No. Building Mounted Signs ; 2 No. Fence mounted signs ; 2 No. Ground based signs on posts (signs 2; 3; 4; 5 and 6; 7 illuminated; 1; 8 and 9 non illuminated;	Units 17-20 Greenfield Royston Hertfordshire SG8 5HN

Submitted Plan Nos

4326/SK25B 4326/SK24A 4326-SK10

1.0 Policies

SECT7 Requiring Good Design

2.0 **Site History**

2.1 None.

3.0 **Representations**

3.1 Hertfordshire County Council as Highways Authority – No objection subject to conditions

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The site lies within a commercial/industrial area and contains a large two storey building of utilitarian appearance. The building encompasses four units, resulting in a rectangular shape with long east and west facing elevations. The site is enclosed by approximately 2m high open wire fencing.

4.2 **Proposal**

4.2.1 The application seeks express consent for the installation of four externally illuminated fascia signs, two externally illuminated free standing signs, one non-illuminated free standing sign, and two non-illuminated fence mounted signs.

4.3 **Key Issues**

4.3.1 The fascia signs would be positioned appropriately upon the building in line with its architectural detailing (fenestrations). The signs would be of size and number considered appropriate to the size and utilitarian nature of the building and the sites surroundings. The method and level of illumination is not objectionable in terms of visual amenity or public safety.

4.3.2 The free standing and fence mounted signs serve a functional purpose of directing traffic whilst hosting the company logo. The signs are individually and cumulatively subservient to the site and building to which they relate. The accumulation of signs proposed within the site would not result in visual clutter which would harm the sites surroundings. The method and level of illumination of the externally illuminated free standing signs are not objectionable in terms of visual amenity or public safety.

4.3.3 Hertfordshire County Council as Highways Authority have no objection to the signs in regards to the safe use of the highway, and there are no other objections to the signs on the basis of public safety.

4.4 **Conclusion**

4.4.1 The advertisements proposed are considered to have an acceptable impact on the visual amenities of the surrounding area. In the absence of any highway safety or visual amenity objections I consider the proposed signage compliant with the paragraph 67 if the National Planning Policy Framework.

5.0 **Recommendation**

5.1 That the advertisements be **CONSENTED** subject to the following conditions:

1. The development hereby permitted shall be carried out wholly in accordance with the details specified in the application and supporting approved documents and plans listed above.

   Reason:To ensure the development is carried out in accordance with details which form the basis of this grant of permission.

2. (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.

3. 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 the adjacent highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

Proactive Statement:

Planning permission has been granted for this proposal. Discussion with the applicant to seek an acceptable solution was not necessary in this instance. The Council has therefore acted proactively in line with the requirements of the Framework (paragraphs 186 and 187) and in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 12 March 2018	