

DELEGATED FILE NOTE

CASE OFFICER: ...Thomas Howe.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/02069/AD	Installation of hoarding sign. (Development already carried out).	Mcdonalds Restaurant Nightingale Road Hitchin Hertfordshire SG5 1RQ

Submitted Plan Nos

Site Plan LocationPlan Annotated Photo with Dimensions Sign Photo 1 Sign Photo 2

1.0 Policies

D1	Sustainable design
D3	Protecting living conditions
T1	Assessment of transport matters
SECN12	Achieving well-designed places
SECN14	Meeting climate change,coastal,flooding
SECN16	Conserve + enhance historic environment

2.0 **Relevant Site History**

2.1 Various applications for advertisement consent.

3.0 **Representations**

3.1 **Hertfordshire County Council highways** – The placement of the signage is acceptable. Does not wish to restrict grant of permission.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The site is a billboard near a fence, at the junction of the A505 and B656. The locality has a commercial character, including other signage. The site is adjacent to the Conservation Area.

4.2 **Proposal**

4.2.1 The proposal is for the installation of a non-illuminated hoarding sign. The development has already been carried out.

4.3 **Key Issues**

- 4.3.1 The key material considerations are amenity and public safety, as set out in paragraph 136 of Section 12 of the NPPF.

Amenity

- 4.3.2 The application site is adjacent to a drive-thru restaurant and is part of a mix of retail, commercial and residential uses. Further down Nightingale Road, close to where the road meets Walsworth Road, the area features various hoarding signs to the edges of the highway and footpaths.
- 4.3.3 The hoarding sign is similar in size and appearance to existing signs near to the site and is considered to be suitably sympathetic to these signs. The signage results in the extension of hoarding and the area of signage along Nightingale Road, however, given the nature of its commercial surroundings, I do not consider that the sign would be harmful to the surrounding area.
- 4.3.4 The design, size and siting of the sign is not considered harmful to the character and appearance of the locality. The site is adjacent to the Hitchin Conservation Area, however this part of the CA has a commercial character with a substantial amount of signage in a small location, and the hoarding sign is not considered harmful to the significance of the CA. I therefore consider the sign is acceptable with regards to amenity. The proposal complies with Policy D1 of the Local Plan, and Section 12 of the NPPF.

Public safety

- 4.3.5 The sign is adjacent to the footway of a public highway, however it does not obstruct the footway due to its siting and slim design. The sign does not obstruct road signs or other signs and traffic lights, and is not illuminated. Hertfordshire Highways have made representation and have not objected to the presence of the sign and its impacts upon the safe operation of the highway. Impacts on public safety from the sign are considered acceptable. The proposal complies with Policies D1 and T1 of the Local Plan, and Sections 9 and 12 of the NPPF.

4.4 **Conclusion**

- 4.4.1 The proposed signage would have acceptable impacts on amenity and public safety.

5.0 **Recommendation**

- 5.1 That 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: 24 January 2025	