

DELEGATED FILE NOTE

CASE OFFICER: ...Vicki Wood.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/02519/AD	Installation of billboard. (Development already carried out).	84 Nightingale Road Hitchin Hertfordshire SG5 1RL

Submitted Plan Nos

Location Plan Site Plan Existing Elevation Proposed Elevation Signage Details Exisitng Billboard View
Proposed Billboard View

1.0 Policies

1.1 **National Planning Policy Framework**

Section 9 – Promoting sustainable transport

Section 12 – Achieving well-designed places

Section 16 – Conserving and enhancing the historic environment

1.2 **North Hertfordshire Local Plan 2011-2031**

Policy D1 – Sustainable design

Policy HE1 – Designated heritage assets

Policy T1 – Assessment of transport matters

2.0 **Relevant Site History**

2.1 None.

3.0 **Representations**

3.1 **Parish Council / Statutory Consultees:**

HCC Highways – No objection but to include Informatives.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The billboard is located within the grounds of the unit known as no.84 Nightingale Road (the former B&Q building now B&M). The specific position of the billboard, which is already in situ, lies to the northwest of Station Approach which is the entrance to Hitchin train station and on the Walsworth Road frontage with its facing direction being towards to the highway junction to the north. The application site is within the Hitchin Railway and Ransom's Recreation Ground Conservation Area.

4.2 **Proposal**

4.2.1 Advertisement consent is sought for the installation of a billboard as development already carried out.

4.2.2 The billboard is a static timber panel attached to a steel frame and is non-illuminated. The height of the structure measures 3.3m having a width of 2.3m and depth of 0.15m.

4.3 **Key Issues**

4.3.1 The key issues in the determination of this application are the amenity of the area, the impact upon the Conservation Area, and public safety.

Amenity

- 4.3.2 The site is in an area that is characterised by a concentration of various sized billboards and other advertising close to the edge of a busy road junction, and as such has a commercial feel to its character.
- 4.3.3 The billboard that is proposed to be retained is small in comparison to other billboards and signs at the nearby junction and is considered acceptable in this respect.
- 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 in the Hitchin Railway and Ramsom's Recreation Ground Conservation Area where this particular area has a commercial character with a substantial amount of signage in a small location, and the billboard is not considered harmful in terms of its impact on the conservation area. I therefore consider the sign acceptable with regards to amenity. The proposal complies with Policies D1 and HE1 of the Local Plan, and Sections 12 and 16 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 nor does it obstruct other road signs or traffic lights, and is not illuminated. No objection has been received from Hertfordshire County Council Highways Team in response to the consultation. The sign is not considered harmful to the operation of the public highway or would result in other adverse safety impacts including public safety and is acceptable. The proposal complies with Policies D1 and T1 of the North Hertfordshire Local Plan, and Sections 9 and 12 of the NPPF.

4.4 **Conclusion**

- 4.4.1 Overall, the retention of the billboard is considered acceptable and, in my view, would not result in a detrimental impact upon amenity, the character or appearance of the Conservation Area, and public safety. Therefore, advertisement consent should be granted.

4.5 **Alternative Options**

- 4.5.1 N/A

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:

AN1) 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.

AN2) 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  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 10 December 2024	