

DELEGATED FILE NOTE

CASE OFFICER: ...Melissa Tyler.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01901/AD	Installation of internally illuminated four fascia signs and one internally illuminated projecting sign.	Unit 6 Royston Gateway Trade Park Darlington Road Royston Hertfordshire SG8 5PF

Submitted Plan Nos

113423.3-P3.1 Rev A S6623/16 S6623/17 AA S6623/18 Rev B BB S6623/19 CC S6623/20 DD
S6623/21 EE

2.0 **Relevant Site History**

- 2.1 24/01174/FP Change of use of 205 sqm (unit 6) for a flexible use to include Class E (a/b), B2 and B8 with ancillary trade counter. Conditional Permission
- 2.2 24/01173/NMA Change the list of approved plans/documents in Condition 2 to reflect minor changes to include an additional door to the rear of unit 6 and reposition the dividing wall between units 6 and 7(as non-material amendment to section 73 agreement reference 22/00863/S73 granted on 20.06.2022) – Approved
- 2.3 23/02292/NMA - Change the list of approved plans/documents to reflect minor changes to the cladding and adjustments to the parking layout (as non-material amendment to Section 73 agreement reference 22/00863/S73 granted on 20.06.2022) – Approved 11/10/23.
- 2.4 22/00863/S73 - Variation of Condition 2 of planning permission 18/02892/FP granted on 19.08.2019 - to increase the eaves/ridge height of the units and remove the glass canopy on the front elevations as shown on plans 113-423-P-3.3 Rev E, 113-423-P-3.5 Rev B, 113-423-P-3.6 Rev B, 113-423-P3.7 Rev B – Approved 20/06/22.
- 2.5 18/02892/FP Erection of B1c, B2 and B8 units with ancillary Trade counter and associated car parking, service yards and access road. Conditional Permission
- 2.6 14/01809/1 - Erection of industrial warehouse building for the purposes within Use Class B8 (Storage or Distribution) with offices and ancillary facilities, service yard and 60 car parking spaces; erection of foodstore together with associated car parking (200 spaces); provision of new road on junction of A505 and new link road to Orchard Road Industrial Estate (as amended by plans received 5.11.14 and 27.11.14) – Approved 25/02/15.

3.0 **Representations**

3.1 **Royston Town Council – No objection**

- 3.2 **Herts Highways** - Notice is given under article 22 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The application site is located between a dual carriageway (A505) to the north, and adjacent to new internal access roads and a roundabout. The site is on the edge of an industrial/employment area where nearby uses are a mix of E, B2, B1, B8 and *sui generis*.

4.2 **Proposal**

- 4.2.1 Advertisement consent is sought for the installation of internally illuminated four fascia signs and one internally illuminated projecting sign.

4.3 **Key Issues**

- 4.3.1 The key issues in the determination of this application are the impact of the development upon the amenity of the area and public safety.

Design and Appearance:

- 4.3.2 The proposed signage would be of appropriate design, scale, materials, and appearance that would not result in unacceptable harm to the appearance of the application building or to the surrounding area. The development would therefore be in compliance with both local and national planning policies.

Highway Safety:

- 4.3.3 Following consultation with the Highway Authority the following comments were received:

"The signage does comply in respect of the illuminance level with the Institution of Lighting Professionals publication (see above). Therefore, there is no issue with dazzle and distraction. The height of the signage as measured from the ground to the underside of the sign (5.3 m) is within what the Highway Authority would advise of a minimum of 2.3 meters. In respect of air conditioning condenser units, extract grilles and, fixed outside seating the Highway Authority make no comment. The Highway Authority would not wish to restrict the grant of planning permission."

- 4.3.4 The signs would be visible from the carpark, however they would be sufficiently high above the highway not to obstruct traffic and pedestrians. The proposed signs are not considered harmful to the operation of the public highway or would result in other adverse safety impacts. Impacts on public safety from the proposal 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 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.

4.5 **Alternative Options**

- 4.5.1 None applicable

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.

Signed  Sam Dicocco	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 29 October 2024	