# DELEGATED FILE NOTE

**CASE OFFICER:** …Tom Donovan……

| APPLICATION REFERENCE | BRIEF DESCRIPTION OF DEVELOPMENT | APPLICATION SITE |
|---|---|---|
| 18/00622/AD | 2 externally illuminated replacement fascia signs; 2 externally illuminated replacement projecting signs | 21-23 Sun Street<br>Hitchin<br>Hertfordshire<br>SG5 1AH |

**Submitted Plan Nos**
Location 595878-1 595878-2 595878-3 595878-4 595878-5

**1.0 Policies**

**1.1 National Planning Policy Framework**
Section 7 – Requiring good design
Section 12 – Conserving and enhancing the historic environment

**1.2 Planning Practice Guidance**
Advertisements

2.0 **Site History**

2.1 None relevant.

3.0 **Representations**

3.1 None received.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 21-23 Sun Street is an un-listed property situated within the Hitchin Conservation Area.

The building is currently occupied by the Italian restaurant chain ‘Zizzi’.

4.2 **Proposal**

4.2.1 Replacement externally illuminated fascia and projecting signs. The right-hand fascia sign is proposed to contain the text ‘Zizzi’ and the left-hand is proposed to contain the text ‘Individually Italian’. The two projecting signs are proposed to be identical in terms of their size and content. They will contain the text ‘Zizzi Individually Italian’.

4.3 **Key Issues**

4.3.1 The key issue for consideration is the impact that the proposed advertisement would have on the amenity of the area and on public safety.

4.3.2 The replacement signage would more or less represent like-for-like replacements for the existing. The proposed signage would have an acceptable design and therefore I am satisfied that the proposal would have an acceptable impact on the visual amenity of the area.

4.3.3 The signs are proposed to be externally illuminated and, as such, are unlikely to cause any impacts on public safety. Nonetheless, I recommend a condition which requires the level of illumination to be maintained at the recommended levels.

4.4 **Conclusion**

4.4.1 The proposed signage would have an acceptable impact on the visual amenity of the area and on public safety.

5.0 **Recommendation**

5.1 Consent is **GRANTED** 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 Sun Street are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

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| Signed<br><br>Tom Rea<br><br>Determining Officer | Development Management<br>North Hertfordshire District Council<br>Council Offices<br>Gernon Road<br>Letchworth<br>Herts<br>SG6 3JF |
| **Date:** 6 April 2018 | |