

DELEGATED FILE NOTE

CASE OFFICER: ...Henry Thomas.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/02610/AD	1 no. illuminated fascia sign, 1 no. illuminated projecting sign and various ground floor window signage.	4 Kneesworth Street Royston Hertfordshire SG8 5AA

Submitted Plan Nos

Location Plan 5019069-RDG-114-00-D-A-010200-P01 5019069-RDG-114-00-D-A-010500-P01 Hanging
Sign Details

1.0 Policies

D1 Sustainable design

SECN9 Promoting sustainable transport

SECN12 Achieving well-designed places

T1 Assessment of transport matters

2.0 **Representations**

2.1 None.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site consists of a terraced two storey building on the east side of Kneesworth Street within the Royston Town Centre. The site is located within the Royston Conservation Area. The site is also subject to the Royston Article 4 Direction.

3.2 **Proposal**

3.2.1 Installation of one externally illuminated fascia sign, one externally illuminated projecting sign and various ground floor window signage to the front elevation.

3.3 **Key Issues**

3.3.1 The key material considerations are amenity and public safety.

Design and Appearance

3.3.2 The proposed signage is similar in scale to the existing signage used by the previous tenant in 2023. It is also similar in design to the neighbouring shop which also features externally illuminated fascia and hanging signage. The street scene has a mixture of colours and designs of the commercial signage at the frontage of the properties. In my view, the proposed dark colour of these signs would not appear out of context within the mixed character of the street scene. This proposal would have a scale and design that is sympathetic to other retail properties within the street scene and is a common design for the occupier branding.

Heritage

- 3.3.3 The application site would not be located near any listed buildings but would be within the Royston Conservation Area. Whilst no reference to this is made within the Design and Access Statement, it is my view that the proposal would not have a detrimental impact on the character and appearance of the Conservation Area. This is due to the fact that the proposed design, colour, material and scale would be sympathetic to the street scene and other retail properties within the Conservation Area. The proposal complies with Policies D1 and HE1 of the Local Plan, and Section 12 and 16 of the NPPF.

Public Safety

- 3.3.4 The signs and lighting will not obstruct public highways or be considered to detrimentally affect their operation, and overall would have similar impacts to the existing. The highways officer has not raised any concerns, which is given significant weight. 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.

3.4 **Conclusion**

- 3.4.1 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.

4.0 **Recommendation**

- 4.1 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.

2. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Engineers in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements'.

Reason: So that drivers of vehicles along the adjacent public highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

Informative/s:

1. 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.

2. 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.

3. Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway.

Further information is available via the County Council's website:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 13 January 2025	