



Planning Department
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth Garden City
SG6 3JF

Our Ref: 2025UK406858

PP-13945583

17 April 2025

Dear Sir/Madam,

ADVERTISEMENT CONSENT FOR SIGNAGE AT SAINSBURY'S, 84, CAMBRIDGE ROAD, HITCHIN, SG4 0JH

On behalf of Sainsbury's Supermarkets Ltd, please find enclosed an application for advertisement consent to install building signage at the retail unit located at the above address.

In addition to this cover letter, the following documents are also submitted in support of this application:

- Application forms and certificates;
- Planning Drawing Pack, including:
 - Site Location Plan
 - Signage Plan
 - Signage Details
 - Advert Elevation

The total application fee of £253 has been paid online via the Planning Portal.

BACKGROUND AND SITE CONTEXT

The extent of the proposed signage installation is identified on the Site Location Plan and Signage Plan; it pertains to the western elevation of the retail unit. The store itself is situated on Cambridge Road, Hitchin, Hertfordshire SG4 0JH, in very close proximity to the Walsworth (Cambridge Road) Neighbourhood Centre, as designated with the Council's adopted Loal Plan.

This application site is not listed or within a Conservation Area and is not within close proximity of any other listed structures.

PLANNING HISTORY

Some key aspects of the site's planning history that are most relevant to this proposal have been extracted for context; information in the table below has been sourced from the Council's online public access page.

App Ref	Address	Proposal	Decision/Date
24/00883/AD	The Anchor 84 Cambridge Road Hitchin Hertfordshire SG4 0JH	Installation of externally illuminated and non-illuminated signage	Approved 05/07/2024
24/00571/AD	The Anchor 84 Cambridge Road Hitchin Hertfordshire SG4 0JH	Installation of totem sign following removal of existing sign.	Approved 07/05/2024
23/01947/FP	The Anchor 84 Cambridge Road Hitchin Hertfordshire SG4 0JH	Erection of new convenience retail unit (Class E); alterations to means of access and reorganisation and extension of car park, including the change of use of land from residential gardens and the installation of EV charging points; demolition of outbuildings to pub and external alterations including the erection of garden pergola and structures, new patio and external lighting and installation of new cold store and covered walkway to back of house and replacement of part of kitchen extraction system.	Approved 26/03/2024

THE PROPOSAL

This application seeks advertisement consent for a suite of building signage at the retail unit. The application form submitted with this application contains some of the relevant details requested in relation to the proposed signage, but full details currently available are provided on the Signage Details document and Advert Elevation submitted as part of this application.

PLANNING POLICY

Local Development Plan

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990, the determination of the planning application must be made in accordance with the development plan unless material considerations indicate otherwise.

The site falls within the authoritative area of North Hertfordshire District Council; the Development Plan for the authority comprises the North Hertfordshire Local Plan, which was adopted in November 2022.

The following policies from the adopted Local Plan bear particular relevance for this proposal:

- Policy SP9 (Design and Sustainability)

- Policy D1 (Sustainable Design)

National Planning Policy Framework (NPPF) (2024)

Paragraph 7 of the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 8 explains that achieving sustainable development means that the planning system has three overarching objectives; an economic objective, a social objective, and an environmental objective. With regard to the economic objective, it states that it is to help build a strong, responsive, and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation, and improved productivity; and by identifying and coordinating the provision of infrastructure.

With regard to decision making, paragraph 39 states that local planning authorities should approach decisions on proposed development in a positive and creative way.

Paragraph 85 states that planning policies and decisions should help create the conditions in which businesses can invest, expand, and adapt. Significant weight should be placed on the need to support economic growth and productivity, considering both local business needs and wider opportunities for development.

Paragraph 135 of the NPPF states plans and decisions should ensure that developments function well and add to the overall quality.

With regard to advertisements, paragraph 141 of the NPPF states that they should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. It emphasises that the quality and character of places can suffer when advertisements are poorly sited and designed.

PLANNING CONSIDERATIONS – ADVERTISEMENT CONSENT

With regard to the proposed signage, advertisement consent is sought for the following signage:

- 1no. Internally illuminated fascia sign;
- 1no. Non-illuminated 'Welcome message' sign;
- 1no. Non-illuminated 'ATM Surround' sign; and
- 1no. Non-illuminated 'ATM CCTV Disclaimer' sign.

To confirm, this application seeks express advertisement consent for the signage noted above only. The planning drawings submitted in support of this application show the whole proposed scheme. This includes a proposed Entrance Information Panel which benefits from deemed advertisement consent in accordance with Schedule 3, Part 1 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Regulations). This sign benefits from deemed consent, and unless the LPA indicate otherwise, are not considered unacceptable. Full details of the location, size, colour and illumination of all the proposed advertisements are shown on the Signage Details document and the Signage Location Plan submitted within this application.

The proposed signage is necessary to advertise the presence of Sainsbury's at the site, as well as to facilitate the use of the ATM by staff and members of the public. There would be no adverse

impacts on public safety, amenity or highway safety resulting from the installation of the proposed signage. Furthermore, the proposed signage has been designed to ensure it is in keeping with the design of the existing store, surrounding townscape and that the level of illumination is sensitive to the surrounding area. The signage is appropriate in terms of scale, height, massing, and materials and therefore, is compliant with policies SP9 and D1 of the adopted Local Plan.

In accordance with paragraph 141 of the NPPF, advertisements should be subject to control only in the interest of amenity and public safety, taking account of cumulative impacts.

Overall, the type of signage is compatible with the design of the existing store and is of an appropriate scale relative to the proportions of the supermarket building. The proposed locations, colours, materials and siting are appropriate to the commercial context of the site. The proposed advertisements are, therefore, in accordance with both local and national policy.

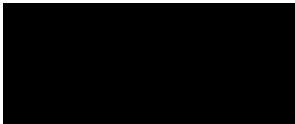
CONCLUSIONS

The proposed signage across the site will be located at a retail site serving the needs of Hitchin and will support the operation of this retail use at the site.

The proposal will have no adverse impact with regard to amenity, highways, or public safety, and it is compliant with local and national planning policy.

I trust the above and enclosed is sufficient to validate the application. In the meantime, please do not hesitate to contact me if you require any further information.

Yours faithfully,



Katie Forbes
Graduate Planner

Encl. As noted above.