DELEGATED FILE NOTE

CASE OFFICER: …Tom Donovan……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/01105/AD	Installation of replacement illuminated and non illuminated signs to exterior of the building (as amended by drawings received 27/06/2018).	18-19 Brand Street Hitchin Hertfordshire SG5 1JE

Submitted Plan Nos
Location Plan Sheet 1 of 4 Sheet 1a of 4 Sheet 2 of 4 Sheet 3 of 4 Sheet 4 of 4 Block Plan

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 18-19 Brand Street is a large two storey building situated on the north-east side of the road.

4.2 **Proposal**

4.2.1 Installation of replacement and new illuminated and non-illuminated signs to the front elevation of the building. Signage as follows:
--Sign 1: Aluminium fascia sign 5500mm x 800mm with the words 'PUREGYM Local'; Internally illuminated.
--Sign 2: Aluminium fascia sign 1100mm x 800mm with the words 'PUREGYM Local'. Internally illuminated.
--Sign 4: Vinyl applied to inside of window.
--Sign 4a: Vinyl applied to inside of window.
--Sign 5: Aluminium panel 600mm x 800mm with the words 'PUREGYM Local – Car park entrance'.
--Sign 6: Aluminium panel 600mm x 800mm with the words 'PUREGYM Local – Car park entrance'.
--Sign 7: Formed aluminium panel 3000mm x 450mm.

4.2.2 During the application process the following signs were omitted from the scheme:
--Sign 3: Flex box sign 1800mm x 3000mm with the words 'PUREGYM Local'; Internally illuminated.
--Sign 3a: Double-sided projecting sign 965mm x 6575mm; Internally illuminated.

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 frontage of this particular building is not particularly high quality and the few advertisements that are present do not contribute positively. Normally the Council objects to internally illuminated signs in the Hitchin Conservation Area but in this case I think there is an argument to support given the poor nature of the frontage. Moreover, two particularly poor signs have been removed from the scheme thereby reducing the impact by a significant degree. Overall I am content with the impact that the proposed signage would have on the amenity of the area.

4.3.3 The signs are proposed to be illuminated and, as such, 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 **<u>Recommendation</u>**

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 Brand Street are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 28 June 2018	