

## DELEGATED FILE NOTE

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

| APPLICATION<br>REFERENCE | BRIEF DESCRIPTION OF<br>DEVELOPMENT                 | APPLICATION SITE                                                      |
|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------|
| 24/02659/AD              | Erection of AA directional road signs for new site. | Land Development Site Off<br>Station Road<br>Ashwell<br>Hertfordshire |

### **Submitted Plan Nos**

Station Road sign design A505 (2) sign design Edworth sign design A1 London Road sign design 505 sign design M1 sign design AA sign design Location Plan

### **1.0 Policies**

### **2.0 Site History**

- 2.1 20/03070/FP - Residential development of 28 no. dwellings and landscaping including pond, wildflower meadow and woodland and associated infrastructure.

3.0 **Representations**

3.1 **HCC Highways** – Neutral Comment received.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The application site consists of a number of lampposts and signs on Highways surrounding Ashwell, these include the A505, Station Road, A1 / A1M and Edworth Road. These sites are outside any conservation area.

4.2 **Proposal**

4.2.1 Advertisement consent is sought for the erection of 6 non-illuminated directional road signs in association with planning ref: 20/03070/FP.

4.2.2 The proposal seeks temporary permission to display the signs until 1<sup>st</sup> September 2026.

4.2.3 Two comments have been received from the Highways Authority. The first stating that:

*“The applicant does not require planning permission for these temporary development signs. They need to instruct the AA (or another sign contractor) who will then apply for permission.”*

4.2.4 Class 11 (Directional Advertisement) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that to benefit from deemed consent, the advertisement must comply with the following conditions and limitations:

*(1) No advertisement may exceed 0.15 square metre in area.*

*(2) No part of the advertisement may be of a retroreflective material.*

*(3) The design of the advertisement may not be similar to that of a traffic sign.*

***(4) The advertisement is to be displayed on land adjacent to highway land, in a manner which makes it reasonably visible to an approaching driver, but not within 50 metres of a traffic sign intended to be observed by persons approaching from the same direction.***

*(5) No advertisement may be more than two miles from the main entrance of the site.*

*(6) The person who proposes to display the advertisement shall notify the local planning authority, in writing, at least 14 days before the advertisement is first displayed, of the place at which, and the first date on which, it will be displayed.*

*(7) No advertisement may be displayed after the development of the site is completed or, in any event, for more than 2 years.*

*(8) Illumination is not permitted.*

*(9) No character or symbol on the advertisement shall be less than 0.04 metre high or more than 0.25 metre high.*

*(10) No part of the advertisement may be more than 4.6 metres above ground level, or 3.6 metres in an area of special control.*

- 4.2.5 Given that the proposed signage on the A505 would be mounted below the sign for “Ashwell Steeple Morden”. It is considered that consent is required for this signage only. The rest benefit from deemed consent and therefore do not require consent from North Herts Council. Following this, HCC Highways were asked to provide further comment on the acceptability of the signage and provided the following:

*“This has been forwarded to NM North for them to advise the applicant.”*

#### 4.3 **Key Issues**

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

##### Amenity:

- 4.3.2 The signage would be of appropriate scale, design, and appearance and would not have a detrimental impact on the character and appearance of the highway. No objection is raised to the impact the signs would have upon the amenity of the locality.

##### Public Safety:

- 4.3.3 HCC Highways Authority have not provided any further comments on the acceptability of the proposed signage or given any indication as to their potential impacts to road users. Given that the proposed signage would be non-illuminated and is fairly typical in its colour, size and font when compared with other temporary development signs seen around the district, I consider that the signs would not have an impact upon public safety.

#### 4.4 **Conclusion**

- 4.4.1 The proposed sign 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.

2. The signage hereby approved shall be removed from the site by 2nd September 2026.

Reason: To protect long term Highway Safety

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|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Signed</div> <div></div> <div>Anne McDonald</div> | <div>Development Management</div> <div>North Hertfordshire District Council</div> <div>Council Offices</div> <div>Gernon Road</div> <div>Letchworth</div> <div>Herts</div> <div>SG6 3JF</div> |
| <div>Determining Officer</div> <div>Date: 15 July 2025</div>                                                                              |                                                                                                                                                                                               |

