

DELEGATED FILE NOTE

CASE OFFICER: ...Harriet Sanders.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01965/AD	Installation of roadside sign, replace existing banner frame and level ground area following demolition of existing brick sign structure.	North Hertfordshire Leisure Centre Baldock Road Letchworth Garden City Hertfordshire SG6 2ER

Submitted Plan Nos

banner frame v sign Location Plan

1.0 Policies

D1 Sustainable design

T1 Assessment of transport matters

2.0 **Relevant Site History**

2.1 Various – none relevant to this application.

3.0 **Representations**

3.1 LGC Heritage Foundation – no comments received at the time of writing this report.

3.2 Highways – do not wish to restrict the grant of permission.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The application site is located on the roundabout on the Baldock Road, Letchworth Garden City. The roundabout provides access to the North Herts Leisure Centre to the south and Aldi to the north. The location of the proposed signage will be on the grassed banks either side of the access road to the leisure centre.

4.1.2 There is currently a brick structure supporting signage for the leisure centre on the south-west side of the access road and an existing banner frame on the south-east side.

4.2 **Proposal**

4.2.1 Advertisement consent is sought for two elements:

☐ Advertisement 1) Replace the existing banner frame with a more modern and sturdy banner frame for promotional banners. The frame will be an oak structure measuring 2m in height, 3.1m in width and 0.1m in depth and 1m height from ground to base of advertisement. Eyebolt and corner brackets will allow promotional banners to be interchanged.

☐ Advertisement 2) Remove existing brick structure and replace with metal V sign measuring 2.4m in height, 4.5m in width and 0.1m in depth and 0.9m height from ground to base of advertisement. The lettering/symbols will be maximum 16cm. The metal frame will be powdercoated aluminium sign trays with legs of 100mm square painted black posts and vinyl decals in predominately red text with white background.

4.3 **Key Issues**

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

Design and Appearance

- 4.3.2 The proposed signage is of an appropriate design and scale and uses appropriate materials. The overall design and appearance of the signage would not result in unacceptable harm to the application site or to the surrounding area.
- 4.3.3 It is proposed to remove the existing brick structure, levelled to the existing concrete base in line with the surrounding grass area. The proposed removal of the existing brick structure is acceptable. The development therefore complies with Local Plan Policy D1 and the provisions of the NPPF and is acceptable in terms of design and appearance.

Highway Safety

- 4.3.4 Following consultation with the Highway Authority the following comments were received:

“The proposed location of the signage is situated on a grassed bank southeast of the roundabout with Baldock Road, Avenue One, and the access road to the Leisure Centre. The above documents show an oblong wooden sign and a wooden V shaped sign. These are far enough from the circulatory carriageway of the B656 so as to not impede pedestrians or distract drivers.

CONCLUSION

Subject to the informatives set out above, this level of development is unlikely to lead to demonstrable harm (in terms of distraction) for passing vehicles or impeding pedestrians. Therefore, the highway authority does not wish to restrict the grant of planning permission.”

- 4.3.5 The signs will be visible from the roundabout and the access road. However, they will be sufficiently set back from the highway and pavement so as not to obstruct traffic or pedestrians. The proposed signs will not be harmful to the operation of the public highway or result in other adverse safety impacts.
- 4.3.6 Impacts on public safety arising from the proposal are therefore considered acceptable. The proposal complies therefore complies with Local Plan Policy T1 of the policy provisions of the NPPF.

4.4 Conclusion

- 4.4.1 The proposed signage is considered acceptable and would not result in a detrimental impact on local amenity in terms of design or public safety in terms of highways considerations. 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.

Informative/s:

1. 1) Storage of materials: 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) Obstruction of highway: 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.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 7 November 2024	