

DELEGATED FILE NOTE

CASE OFFICER: ...Tom Rea.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01887/AD	Installation of externally illuminated fascia lettering, to be installed to right side of fascia band and Installation of a metal awning box and retractable fabric awning with lettering to valance.	16 Bancroft Hitchin Hertfordshire SG5 1JQ

Submitted Plan Nos

LocationPlan Sht-010B

1.0 Policies

D1	Sustainable design
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SECN12	Achieving well-designed places
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2.0 **Site History:**

2.1 None relevant.

3.0 **Representations**

3.1 Hertfordshire Highways: 'Does not wish to restrict the grant of permission'. Adds the following commentary:

'The application is for a change of signage to the shop front. This includes an externally lit fascia box with an illumination of 250 CD/M2 which meets the criteria as set out in the Institution of Lighting Professionals publication 'Professional Lighting Guide 05: Brightness of Illuminated Advertisements (PLG05)'

The height of the canopy from the ground up is 3.179 meters. This meets the standard for overhanging structures on the highway. The projection of the awning is .800m which again meets the standard. Please be aware of AN3 informative for licensing of the structures, this will include the bench situated outside the shop front.

This level of development is unlikely to dazzle or distract users of the surrounding highway network; therefore, the highway authority would not wish to restrict the grant of planning permission subject to the informatives'

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The application site is on Bancroft, Hitchin. The site is set within the Hitchin Conservation Area. The building is Grade II listed as well as the properties either side of No. 16.

4.2 **Proposal**

4.2.1 Consent is sought for the installation of externally illuminated fascia lettering, to be installed to right side of fascia band and Installation of a metal awning box and retractable fabric awning with lettering to valance.

4.3 **Key Issues**

4.3.1 The key material considerations are amenity and public safety.

Amenity

4.3.2 There are no objections to this application for the proposed signage. The illuminated signage would be visible from the Conservation Area, however it is my view that it would not appear contrary to the character of the site and surrounding area. The

proposed external illumination of both signs together with the style of the wall mount to the projecting sign are considered to be acceptable details. The fabric awning is a common and traditional feature in this location. It is noted that the signage is attached to a Grade II listed building and adjoins other LB's, however, given the above, it is not considered to be harmful to this or any other heritage asset.

Public safety

- 4.3.3 It is considered that the proposed signage would have no impact upon public safety. Highways were consulted on the potential impacts on road users and came to the view that no impacts would occur post development.

4.4 Conclusion:

- 4.4.1 The proposed signs are to facilitate the use of the business. Overall, the proposed signs are 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 Recommendation:

- 4.5.1 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:

Highway Informatives:

AN1) 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.

AN2) 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.

AN3) Chairs and tables on highway: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 115E of the Highways Act 1980 is required prior to the placement of any tables, chairs or other apparatus in the public highway. Further information is available via the County Council's website at:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/street-cafe-licence.aspx> or telephone 0300 1234047 to arrange this.

Signed  Shaun Greaves Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 4 October 2024	