DELEGATED FILE NOTE

CASE OFFICER: …Tom Rea……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/00904/AD	4 Number. internally LED illuminated flex face box signs complete with digitally printed flex face skins. 2No. (1No of each) Non illuminated replacement 3mm aluminum trays with 55mm returns powder coated RAL 5002 with applied orange and white vinyl details. To be fixed to existing steel totem frame. One no. Sets of blue dibond panels with white vinyl details. Vinyl to be sent loose to be applied centrally above entrance and exit doors. Complete with colour coded screw caps. 3 number Sets of face applied window graphics (Big Brands Big Savings) & (Product list) to be blue and white vinyls. (B&M logo) to be digitally printed vinyl graphics.	Former B And Q Site Nightingale Road Hitchin Hertfordshire SG5 1RL

Submitted Plan Nos
Sign C Sign B Sign A A: B: C: D: F: G Sign E Sign D Sign F Sign G

1.0 Policies

SECT1	Building a Strong, Competitive Economy
SECT7	Requiring Good Design

2.0 **Site History**

2.1 See history sheet

3.0 **Representations**

3.1 **Hertfordshire Highways:** Do not wish to restrict the grant of planning permission.

COMMENTS: The application comprises of advertisement consent for four LED illuminated signs and three non-illuminated signs at the proposed B&M store, Nightingale Road, Hitchin. The store is located at the junction of Nightingale Road and Walsworth Road. Nightingale Road is designated as a classified 'A' main distributor road, subject to a speed limit of 30mph and is highway maintainable at public expense.

Although some of the non-illuminated signs are located on the boundary of the site facing the main distributor road, it is considered that these would not have a detrimental impact on the safety and operation of the highway. Furthermore none of the proposed signage is located on the highway itself. HCC as Highway Authority has therefore considered that the proposal would not have an unreasonable impact on the safety and operation of the adjoining highway and has no objections on highway grounds to the application.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**
Existing retail unit located at the junction of Walsworth Road and Nightingale Road.

4.2 **Proposal**
See description – various illuminated and non-illuminated signs

4.3 **Key Issues**
The key issues are visual amenity and highway safety

Visual amenity
The proposed signs are to be located in the same positions as previous signage used on these premises by the previous retail occupiers. In addition the signage is of the same size and of similar logo and lettering details. The amount of illumination is also similar to previous tenants' signage. The surrounding area has a large amount of signage particularly around the roundabout junction south of the site with several large advertisement hoardings and several illuminated signs to business premises e.g. McDonalds and Hitchin Audi. Given the previous authorised signage on the site and the surrounding advertisements, both illuminated and non-illuminated, I consider that there would be no significant adverse impact on the visual amenities of the locality and no sustainable amenity grounds to withhold advertisement consent.

Highway Safety
The highway authority have provided detailed comments on these proposals and have assessed that the signage would not have an unreasonable impact on highway safety and have not required any conditions. As such, I consider that the proposed signs are acceptable in highway safety terms.

4.4 **Conclusion**
The proposals are acceptable in planning and highway terms.

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.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 11 May 2018	