

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01505/AD	Replace/installation of signs to include No.1 post mounted pictorial sign with No.2 amenity boards below, No.2 sets of written house names, No.1 transom sign, No.1 amenity board, No.1 set of sign written house name and amenity wording to fence.	The Victoria Ickleford Road Hitchin Hertfordshire SG5 1TJ

Submitted Plan Nos

Location Plan 178304

1.0 Policies

D1	Sustainable design
SECN9	Promoting sustainable transport
SECN12	Achieving well-designed places
T1	Assessment of transport matters

2.0 **Relevant Site History**

2.1 None relevant.

3.0 **Representations**

3.1 **HCC Highways** – No objection.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The site is a detached two storey public house on the corner of Bunyan Road and Ickleford Road. The site is located within the Hitchin Conservation Area. The site is located outside of the defined Hitchin Town Centre Area and the locality features a mixture of commercial and residential properties.

4.2 **Proposal**

4.2.1 Advertisement consent is sought for the following:

- 1 externally illuminated post mounted pictorial sign with 2 single sided amenity signs mounted below
- 1 non-illuminated welcome sign (to front elevation).
- 2 sets of non-illuminated written house letters (to first floor front and side elevations).
- 1 non-illuminated amenity board (to side elevation)
- 2 sets of non-illuminated hand painted signage to the side gates

4.3 **Key Issues**

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

Design and Appearance:

- 4.3.2 Whilst the site is located outside of the defined Town Centre Area, the locality is a mixture of residential and commercial properties. The site is located within a prominent position on a busy road. In my view, the proposed signage would not be considered harmful in this locality due to the fact that, the signs would be similar in size and appearance to the existing signage. Whilst it is acknowledged that the written house letters would be set slightly higher and larger on the first floor thus increasing their prominence, I do not consider that the proposed design or colours would be inappropriate for the setting. I therefore consider the proposed signs acceptable with regards to amenity. The proposal complies with Policies D1 and HE1 of the Local Plan, and Section 12 and 16 of the NPPF.

Public Safety:

- 4.3.3 The signs would be highly visible from the public highway, however, the highways officer has concluded that “although there have been two accidents on this roundabout, it is unlikely the existing signage will be related to the accidents. Similarly with the proposed signage”. The highways officer has not raised any concerns, which is given significant weight. The proposed sign is not considered harmful to the operation of the public highway or would result in other adverse safety impacts. Impacts on public safety from the proposal are considered acceptable. The proposal complies with Policies D1 and T1 of the Local Plan, and Sections 9 and 12 of the NPPF.

4.4 **Conclusion**

- 4.4.1 Overall, the proposed signage 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 intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Engineers in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements'.

Reason: So that drivers of vehicles along the adjacent public highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

Informative/s:

1. 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. 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.

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0300 1234047.

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