DELEGATED FILE NOTE

CASE OFFICER: …Ben Glover……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/00371/AD	Installation of illuminated and non-illuminated external signage	The George 33 Bucklersbury Hitchin Hertfordshire SG5 1BG

Submitted Plan Nos
Loc Plan Proposed signage dated 23.4.18

1.0 Policies

1.0 **Policies**

1.1 **National Planning Policy Framework (2012)**

Section 7 – Requiring good design
Section 12 – Conserving and enhancing the historic environment

1.2 **Planning Practice Guidance**

Advertisements

2.0 **Site History**

2.1 10/02361/1LB & 10/02262/1AD – Replacement externally illuminated projecting sign; externally illuminated (trough light) individual, fixed locator letters; two spotlights above ground floor windows; one bullnose amenity board; sign written text above archway (as amended by plans received 1st November 2010) – Granted Conditional Consent on 09/11/2010.

3.0 **Representations**

3.1 HCC Highways – Notice is given under article 18 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that the Hertfordshire

County Council as Highway Authority does not wish to restrict the grant of permission subject to the following conditions:

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institute of Lighting Professionals in the publication ' Brightness of Illuminated Advertisements ' A.P.L.E. Technical Report No 5. (Third Edition 2001) and Traffic Signs Regulations & General Directions 2002 Section 3.
2. The source of the externally illuminated sign shall be screened from the highway in accordance with details to be agreed with the local planning authority, and such screening shall thereafter be maintained to the authority's satisfaction.

REASONS:
1. So that drivers of vehicles along the Bucklesbury are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.
2. In the interest of highway safety and visual amenity.

COMMENTS
The proposal comprises of the installation of illuminated and non-illuminated external signage.

The signs are located along the Bucklesbury that is a local access road subject to a speed limit restricted to 20 mph.

Given the proposal involves the installation of externally illuminated signs the above recommended conditions will ensure that drivers of vehicles along the adjacent highway are not dazzled or distracted, prejudicial to highway safety.

The hanging sign replaces the existing which is set sufficiently above street level (that is considered land within control of the highway authority) for the head clearance of pedestrians consequently the proposal has no recommended planning condition and this is considered acceptable in highway terms.

Hertfordshire County Council as Highway Authority has considered that the proposal would not have an unreasonable impact on the safety and operation of the adjoining highways subject to the inclusion of the above planning conditions and would have no other highway issues as a result of this proposal.

4.0 Planning Considerations

4.1 Site and Surroundings

4.1.1 The George, No. 33 Bucklersbury is a Grade I Listed Building situated on the west side of Bucklersbury within the Hitchin Conservation Area. The property is used as a public house.

4.2 Proposal

4.2.1 Consent is sought for the installation of illuminated and non-illuminated external signage. The proposal also includes the placement of six new half lanterns.

1.0 Sign A: 1x new set of 20mm Perspex letters, illuminated by through light, 3.48m x 400mm.
2.0 Sign B: 1x new set of signwriting, 2.4m x 134mm.
3.0 Sign C: 1x new timber effect double sided pictoral to existing bracket, new viynal housename and illuminated by linolites, 900mm x 1100mm.
4.0 Sign D: 1x new timber effect amenity board with signwritten text, 1m x 1.4m.

5.0 Sign F: 2x new A2 poster cases with vinyl texts to background, 488mm x 664mm.

4.3 **Key Issues**

4.3.1 The key issues are the impact upon the visual amenity of the street scene and upon highway safety.

Character and Design:

4.3.2 The National Planning Policy Framework (NPPF) states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. Specifically in relation to advertisements, the NPPF notes that poorly places advertisements can have a negative impact on the appearance of the built and natural environment.

4.3.3 Furthermore, within the Conservation Area, the Council has a duty to pay special attention to the desirability of preserving or enhancing the character or appearance of that area, in accordance with Section 72 of the Listed Building and Conservation Areas Act (1990). Chapter 12 of the NPPF notes that local authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets, such as Conservation Areas.

4.3.4 The size and form of the proposed signage would be similar to that of the existing with the addition of lighting in the form of black lanterns being the only addition to the property. It is considered that the works would be appropriate to the building and would not result in the cluttering of the principle elevation.

4.3.5 It is considered that the proposed advertisements would not contribute to a detrimental cumulative effect on the character and appearance of the building or wider area. Therefore, the proposal to install signs is considered acceptable and would not impact the character or appearance of the Conservation Area.

Impact on Public Safety:

4.3.6 HCC Highways comments have been detailed in section 3 of the report. No concerns were raised over the impact the proposed development would have on the safety of the public highways subject to the inclusion of the appropriate conditions.

4.4 **Conclusion**

4.4.1 The advertisements are considered acceptable. They will have no detrimental impact on the visual amenity of the locality or highway safety.

5.0 **Recommendation**

5.1 That planning permission 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 Institute of Lighting Professionals in the publication ' Brightness of Illuminated Advertisements ' A.P.L.E. Technical Report No 5. (Third Edition 2001) and Traffic Signs Regulations & General Directions 2002 Section 3.Reason: So that drivers of vehicles along [Street Name] are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

3. The source of the externally illuminated sign shall be screened from the highway in accordance with details to be agreed with the local planning authority, and such screening shall thereafter be maintained to the authority's satisfaction. Reason: In the interest of highway safety and visual amenity.

Signed  Tom Rea Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 27 April 2018	