



NORTH HERTFORDSHIRE DISTRICT COUNCIL

Town and Country Planning (Control of Advertisements) Regulations 1992

DECISION NOTICE

Correspondence Address:

DaltonMuscat Architects
75A Histon Road
Cambridge
CB4 3JD

Applicant:

Mr. Paul Brown

PARTICULARS OF DEVELOPMENT

Application: 25/00496/AD

Proposal: Installation of two Internally illuminated free standing digital signs on Angel Pavement and High Street, Royston

Location: Digital Sign A In Front Of 34 High Street And Digital Sign B In Front Of 11 Angel Pavement, Royston, Hertfordshire

Approved Plan Nos: Advertisement Statement, R001 000 Location Plan
Digital Sign A, Digital Sign B, R001 001 Rev1

PARTICULARS OF DECISION

In pursuance of its powers under the above Act and the associated Orders and Regulations, the Council hereby **GRANT** express consent to the above display proposed by you in your application received with sufficient particulars on 19 February 2025.

This advertisement consent is subject to the following condition(s):

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. Prior to the first use of the development hereby permitted, the level of illumination of the digital display shall be provided at a level that is in accordance with the publication Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays.

Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 5, 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018).

3. The Illuminated display shall not be lit outside the following times:
08.00hrs to 20.00hrs on any given day.

Reason: To protect the amenity of existing residents and in accordance with Policy D3 of the North Hertfordshire Local Plan 2011-2031.

Informative:

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.

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.

3. The applicant is advised that they are not authorised to carry out any work within the Public Highway and that to do so they will need to enter into a legal agreement with the Highway Authority (NRSW agreement). This consent is separate and additional to any planning permission that may be given. Before proceeding with the proposed development, the applicant shall obtain the requirements and permission for the associated placement of apparatus within the adjacent highway as part of the proposal via the County Council's website at:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/permit-scheme/east-of-england-permit-scheme.aspx> or by telephoning 0300 1234 40047. This should be carried out prior to any new apparatus is placed within the highway.

Signed:



Development & Conservation Manager

Development Management
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth
Herts
SG6 3JF

Date: 11 June 2025

NOTES

- 1 **Failure to satisfy conditions may invalidate this consent and/or result in enforcement action. Particular attention should be paid to the requirements of any condition in bold.**
- 2 If you are aggrieved by this decision, you may appeal to The Planning Inspectorate, within 8 weeks of the date of receipt of this decision or, in exceptional circumstances, such longer period as the Secretary of State may agree.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.