

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/00496/AD	Installation of two Internally illuminated free standing digital signs on Angel Pavement and High Street, Royston	Digital Sign A In Front Of 34 High Street And Digital Sign B In Front Of 11 Angel Pavement Royston Hertfordshire

Submitted Plan Nos

Advertisement Statement R001 000 Location Plan Digital Sign A Digital Sign B R001 001 Rev1

1.0 Policies

D1 Sustainable design

D3	Protecting living conditions
HE1	Designated heritage assets
SECN12	Achieving well-designed places
SECN16	Conserve + enhance historic environment

2.0 **Site History**

2.1 No recent site history.

3.0 **Representations**

3.1 **Royston Town Council** – None received.

3.2 **HCC Highways** – No Objection subject to condition.

3.3 **Public Representations** – 2 received in support of the scheme. Their comments are summarised as follows:

- ☐ Well placed
- ☐ Useful to help visitors and support local business
- ☐ Can help promote business outside of the town centre

3.4 **Royston War Councillor Bryony May** – Supports the scheme.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The application site is situated on the eastern side of Queen Street. The application site is situated adjacent to the Hitchin Conservation Area.

4.2 **Proposal**

4.2.1 Permission is sought for the erection of 2 freestanding interactive digital advertisement displays.

4.2.2 The proposed displays are 2.2m tall (totem) and 2.66m tall (including finial), 0.18m deep, 0.93m wide with a front facing screen. The metalwork frame is polyester powder coated, black/white with black/white decorative finial to match other street furniture in the area.

4.2.3 The proposed usage will be for general advertisement purposes for local shops and local events.

4.3 **Key Issues**

4.3.1 The key material considerations are amenity and public safety.

Public Benefits

4.3.2 The proposed digital signage seeks to advertise local businesses and is expected to reduce further need for advertisements in the locality whilst improve safety along the high street. The interactive display will also assist pedestrians and visitors in wayfinding.

Design, Appearance and Heritage

4.3.3 The proposed signs would replace wall-mounted poster type signage in both locations. The council Conservation Officer has provided informal representation on this case. They raise no objection to the sign located on Angel Pavement however they raise a concern with the sign located on the High Street. Due to the fact that it would be located adjacent to a Grade II Listed Building (known as 32 High Street). However, given that the proposal will replace an existing poster signage, and the proposed digital display will be freestanding and set off this heritage asset, the harm is considered minimal. In addition, the elevation of 32 High Street is of plain white painted brick and is arguably a secondary elevation with no features of interest and does not form part of the prominent almost symmetrical frontages of the building which form its principal exterior interest.

4.3.4 The finial will consist of a decorative Royston Crow or Hooded Crow to provide a local reference to the bird historically found in the sheepfields around Royston, Hertfordshire.

4.3.5 I therefore consider that the harm to the Listed Building would be minimal and would be outweighed by the public benefits of the scheme. The signs have been designed with sympathetic materials and finial to be sympathetic to the conservation area.

Public safety

4.3.6 The sign on Angel Pavement would not be visible from the highway and would only be accessible to pedestrians. Whilst the sign on the High Street would technically be visible to highway users, due to Royston High Street being a one-way system and the screen being screened by 32 High Street, it would not be visible to the direction of traffic. Both signs are modest in depth and have been sited close to buildings to prevent harm to the pedestrian flow. 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. A condition is attached that ensures that.

- 4.3.7 The proposed hours of operation should be limited to 8am to 8pm as stated in the Advertisement statement, to prevent harm to neighbouring properties outside of sociable hours.

4.4 Conclusion:

- 4.4.1 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.

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.

Signed  Shaun Greaves Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 11 June 2025	