

DELEGATED FILE NOTE

CASE OFFICER: ...Tom Rea.....

**APPLICATION
REFERENCE**

**BRIEF DESCRIPTION OF
DEVELOPMENT**

APPLICATION SITE

25/00737/AD

TV display monitor in shop front
window (development already carried
out).

15 Bucklersbury
Hitchin
Hertfordshire
SG5 1BB

Submitted Plan Nos

Location Plan PL01

1.0 Policies

2.0 **Site History**

2.1 None relevant

3.0 **Representations**

3.1 None undertaken

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 Shop unit located on the east side of Bucklersbury. Grade II listed building.

4.2 **Proposal**

4.2.1 TV display monitor in shop front window (development already carried out).

4.3 **Key Issues**

4.3.1 Visual amenity

4.3.2 The sign is small and located centrally within the shop window. The shop is located within a busy retail / service area frontage where there are many shopfronts and signs of different sizes, both illuminated and non-illuminated. The signage does not detract from the visual amenities of the area given the context and setting of the shop unit.

4.3.3 Highway safety and amenity

4.3.4 The sign is of static illumination. The sign does not encroach onto the highway. Traffic speeds are very low in this side street. Given the small scale of the sign, its location within the shop and low traffic speeds it is considered that the sign does not have any adverse impact on highway safety and amenity.

4.4 **Conclusion**

4.4.1 Grant consent.

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.

Signed  Sam Dicocco	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 29 July 2025	