

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/02011/AD	Installation of one externally illuminated pictorial projecting sign from 30 July 2025 to 30 July 2030.	The Victoria Ickleford Road Hitchin Hertfordshire SG5 1TJ

Submitted Plan Nos

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1.0 Policies

D1	Sustainable design
D3	Protecting living conditions
HE1	Designated heritage assets
SECN12	Achieving well-designed places
SECN16	Conserve + enhance historic environment
HE3	Non-designated heritage assets

2.0 **Relevant Site History**

- 2.1 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.

Conditional Consent.

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. The Pub is a Building of Local Interest (Non designated Heritage Asset).

4.2 **Proposal**

- 4.2.1 Advertisement consent is sought for the installation of one externally illuminated pictorial projecting sign from 30 July 2025 to 30 July 2030.

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 and the impact upon the designated and non-designated heritage assets.

Design, Appearance and Heritage:

- 4.3.2 The site is within an area of mixed residential and commercial uses and on a prominent roundabout approaching the Hitchin Town Centre. The application was raised with North Herts Council's conservation officer as a surgery item, in which the suggested that the signage was appropriate in design, scale and position and therefore would not have an adverse impact upon the building's status as a building of local interest (non-designated heritage asset) or the conservation area. The proposed design and colours would not be inappropriate for the setting and is therefore considered acceptable with regards to amenity. The proposal complies with Policies D1, HE1 and HE3 of the Local Plan, and Section 12 and 16 of the NPPF.

Public Safety:

- 4.3.3 The sign would be highly visible from the public highway, the highways officer has stated that:

The proposed projecting signage has a clearance of 4 metres from its bottom edge to footway level, which presents no obstruction or safety concerns for pedestrians. Additionally, the CDM/2 rating of 250 ensures that the sign will not dazzle or distract drivers.

- 4.3.4 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.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 5 September 2025	

