

DELEGATED FILE NOTE

CASE OFFICER: ...Tabitha Kaye.....

**APPLICATION
REFERENCE**

**BRIEF DESCRIPTION OF
DEVELOPMENT**

APPLICATION SITE

26/01578/AD

Installation of 1 x illuminated fascia sign and 1 x projection sign following removal of existing signs. Replace existing riser tiles.

7 - 9 Central Approach
Letchworth Garden City
Hertfordshire
SG6 3DL

Submitted Plan Nos

Location Plan 03062026

1.0 Policies

SECN14

Achieving well-designed places

SECN20 Conserving+enhancing historic environmnt

D1 Sustainable design

HE1 Designated heritage assets

T1 Assessment of transport matters

2.0 **Representations**

2.1 **HCC Highways** – No comments.

2.2 **NHC Conservation** – No objection.

2.3 **Letchworth Garden City Heritage Foundation** – No comments received.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site accommodates a commercial unit situated along Central Approach, Letchworth Garden City. The site is within the Letchworth Conservation Area.

3.2 **Proposal**

3.2.1 Installation of 1 x illuminated fascia sign and 1 x projection sign following removal of existing signs. Replace existing riser tiles.

3.3 **Key Issues**

3.3.1 The key material considerations are amenity and public safety.

Amenity

3.3.2 The application proposes an internally illuminated fascia sign. The back tray of the fascia would be aluminium and finished in matt blue. The lettering would be vinyl and finished in yellow. Therefore, the sign would be a close match to the existing blue/yellow fascia sign and is acceptable in this regard.

3.3.3 The pushed-through lettering of the fascia would be internally illuminated. The fascia would also feature an LED trough light spanning the length of the fascia. The Letchworth Garden City Heritage Foundation (LGCHF) 2015 *New or Replacement Shopfronts* guidance states that:

Letter only internal illumination will be accepted on the understanding that the lettering is flush with the fascia and only the name of the shop illuminated. Generally fascia signs should be lit by means of external illumination, utilising a traditional design.

The lettering would not be flush with the fascia. However, only the lettering would be illuminated internally, as per the guidance. Neighbouring units feature internally illuminated fascias. Conservation have raised no objections to the illumination.

3.3.4 The application also proposes a hanging projection sign and the replacement of existing riser tiles. Both of these elements are acceptable in terms of visual amenity.

3.3.5 Overall, it is considered that the proposal would not result in any level of harm to the character and appearance of the Letchworth Conservation Area. The proposal accords with Policies D1 and HE1 of the North Herts Local Plan 2011-2031 (NHLP), and Chapters 14 and 20 of the NPPF 2026.

Public Safety

3.3.4 HCC Highways have no comments to make to the proposal. The proposal would not give rise to any public safety concerns. The proposal accords with Policy T1 of the NHLP.

3.4 **Conclusion**

3.4.1 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.

4.0 **Recommendation**

4.1 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.

Proactive Statement:

Planning permission has been granted for this proposal. Discussion with the applicant to seek an acceptable solution was not necessary in this instance. The Council has therefore acted proactively in line with the requirements of the Framework (paragraph 38) and in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

Signed <i>S. Kasparian</i> Sarah Kasparian Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
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Date: 15 September 2026	
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