

DELEGATED FILE NOTE

CASE OFFICER: ...Thomas Howe.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/01280/AD	Installation of two non-illuminated box fascia signs, externally illuminated project sign, externally illuminated box fascia sign, store directory sign and vinyl sign.	10 High Street Hitchin Hertfordshire SG5 1BH

Submitted Plan Nos

01_3289_01A 02_3289_02A 02_3289_02B 03_3289_03A_ 02_3289_02C 03_3289_03B

1.0 Policies

D1	Sustainable design
HE1	Designated heritage assets

2.0 **Site History**

- 2.1 26/01402/FP - Installation 1x packaged refrigeration unit and 3x floor mounted AC units with protection rails onto existing flat roof. – Pending
- 2.2 26/01281/FP - Installation of new shopfront. - Pending

3.0 **Representations**

- 3.1 **Conservation Officer:** No Objection.
- 3.2 **Highways:** Does not wish to restrict grant of permission. Recommends inclusion of informatives.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The application site comprises No. 10 High Street, Hitchin. It comprises the ground floor unit. The site is within the Hitchin Conservation Area with listed buildings in proximity, notable to the south and opposite the site.

4.2 **Proposal**

- 4.2.1 Consent is sought for the installation of two non-illuminated box fascia signs, externally illuminated project sign, externally illuminated box fascia sign, store directory sign and vinyl sign.

4.3 **Key Issues:**

- 4.3.1 The key material considerations are amenity and public safety, as set out in paragraph 136 of Section 12 of the NPPF.

Amenity:

- 4.3.2 The signage would sit within a varied street scene, with many internally illuminated signs and units with projecting signs. The materials of construction, scaling and overall appearance are not considered to appear out of place or be adverse when viewed collectively with these surrounding signs. In this street scene, the development is not contrary to or harmful to the character of the site and surrounding area. The Conservation Officer has not objected to the prospective impacts to the Conservation Area and setting of other heritage impacts.

Public Safety:

4.3.3 It is considered that the signage would have no significantly detrimental impact upon public safety, following a response of no objection subject to conditions from the Hertfordshire Highway Authority.

4.4 **Conclusion**

4.4.1 Overall, I consider that the proposed sign would not be detrimental to visual amenity, the character of the area or highway safety and therefore can see no reason to refuse advertisement consent for the application.

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	Development Management
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 Shaun Greaves Determining Officer	North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 22 July 2026	