

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/02278/AD	Erection of two signs on the front walls of the property (development already carried out).	Church House 32a Kneesworth Street Royston Hertfordshire SG8 5AB

Submitted Plan Nos

189/01 189/02 189/03 189/04B 189/05A Planning and Heritage Statement

1.0 Policies

2.0 **Site History**

- 2.1 25/02250/LBC - Erection of two signs on the front walls of the property (development already carried out).

Withdrawn.

3.0 **Representations**

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

- 3.2 **HCC Highways** – No Objection.

- 3.3 **NHC Senior Conservation Officer – Unobjectionable**

“Although I previously raised concerns over size, location, materiality, and colour, I have reconsidered my position on this. Reducing the length of each sign by 1020mm is a significant consideration and on balance, I consider that the amended scheme is acceptable and withdraw my objection. This is on the basis that the amended signs satisfy the provisions of Sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the aims of Section 16 of the NPPF and Policy HE1 of the North Hertfordshire Local Plan 2011-2031.”

- 3.4 **Public Representations** – None received.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 Church House is a detached, Grade II listed building on the west side of Kneesworth Street within the Town Centre Area for Royston. The site is within the Conservation Area. The adjacent properties of 32 and 34 Kneesworth Street are also Grade II listed.

- 4.1.2 The application relates to the boundary wall at the front of the property, adjacent to the public highway. NHC’s Senior Conservation Officer has confirmed that the wall is not curtilage listed, as such, the LBC application has been subsequently withdrawn.

4.2 **Proposal**

- 4.2.1 Permission is sought for the erection of two signs on the front walls of the property (development already carried out).

- 4.2.2 The proposed signs are 98cm by 35cm, mounted in a low position on the boundary wall. The proposed signs are aluminum compound boards with CMYK print and gloss overlamine, screwed to the wall. The proposed signs advertise the nursery and a predominantly blue.

4.3 Key Issues

4.3.1 The key material considerations are amenity and public safety.

Design, Appearance and Heritage

4.3.2 The site is within an area of mixed residential and commercial uses within the Royston Town Centre Area. The application has been amended following consultation with North Hert's Senior Conservation Officer to reduce the size of the signs. The subsequent design is therefore considered to be appropriate in design, scale and position and therefore would not have an adverse impact upon the setting of the surrounding Listed Buildings 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 and HE1 of the Local Plan, and Section 12 and 16 of the NPPF.

Public safety

4.3.3 Herts County Council Highway's have commented on the scheme and raise no objection to the proposal, which is given significant weight. The proposed signs are 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 signs are considered acceptable and, in my view, would not result in a detrimental impact upon amenity, heritage 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.

Signed  Shaun Greaves Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 28 April 2026	