

## DELEGATED FILE NOTE

**CASE OFFICER:** ...Vicki Wood.....

| APPLICATION REFERENCE | BRIEF DESCRIPTION OF DEVELOPMENT                                                                                                                | APPLICATION SITE                                                      |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| 26/01401/AD           | Projecting hanging sign to west elevation and signage to south and east elevations (as amended by plans received on 23/06/2026 and 14/07/2026). | The Chequers<br>58 High Street<br>Royston<br>Hertfordshire<br>SG8 9AW |

### **Submitted Plan Nos**

A-102 REV 1 A-103 REV 1 A-100 REV 1 00 Sign Details A101 REV A104

## **1.0 Policies**

### **1.0 Local and National Policy**

#### **1.1 National Planning Policy Framework 2024 (NPPF)**

Section 2 – Achieving sustainable development  
Section 12 – Achieving well-designed places  
Section 14 - Meeting the challenges of climate change, flooding and coastal change  
Section 16 – Conserving and enhancing the historic environment

#### **1.2 North Hertfordshire Local Plan 2011-2031 (NHLP)**

##### **Strategic Policies**

Policy SP1 – Sustainable Development in North Hertfordshire  
Policy SP9 – Design and Sustainability  
Policy SP13 – Historic environment

##### **Development Management Policies**

Policy D1 – Sustainable design  
Policy D3 – Protecting living conditions

## **2.0 Representations**

2.1 **Highway Authority** – No objection subject to Informatives.

2.2 **Conservation Officer** – No objection.

2.3 **Royston Town Council** – No objection.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is located at the junction of Market Hill and High Street, with its principal elevation fronting Market Hill to the south. The building is Grade II listed and lies within the Royston Conservation Area. It is also situated within the defined town centre boundary and is identified as occupying a secondary shopping frontage, as set out in the Local Plan.

3.2 **Proposal**

3.2.1 Projecting hanging sign to west elevation and signage to south and east elevations (as amended by plans received on 23/06/2026 and 14/07/2026).

3.2.2 The plans have been amended to delete reference to the proposed ramp to the southern elevation and address a drawing error.

3.2.3 The proposed signage comprises 2 x brass colour metal signs measuring 2.8m in length x 80cm in height and 6cm in depth. There would be one sign each to the east and south facing elevations. In addition to the above, a further black coloured metal sign would be installed immediately below the brass-coloured sign on the east facing elevation. This sign would measure 2.4m in length x 15cm in height and although no depth is specified it is anticipated this would match the two brass-coloured signs at 6cm. The hanging sign which would be installed to the west facing elevation measures 90cm in height x 80cm in width.

3.2.4 The signs are externally illuminated by means of a black coloured trough light above both brass-coloured signs.

3.3 **Key Issues**

3.3.1 The key material considerations are amenity and public safety.

Amenity

3.3.2 There are no objections to this application. In this town centre context, the proposal would not appear contrary or harmful to the character of the site and surrounding area.

3.3.3 Moreover, it is considered that the proposal will not result in any level of harm to the listed building or to the character and appearance of the Conservation Area.

Public Safety

3.3.4 It is considered that the proposed signage would have no impact upon public safety, and the Highway Authority have raised no objections subject to a recommended Informatives.

3.4 **Conclusion**

- 3.4.1 Overall, the proposed signage is considered acceptable and 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.

**Informative/s:**

1. 1. All existing signage shall be removed before the approved signage scheme is implemented.
2. 1. Storage of materials: The applicant is advised that the storage of materials associated with the construction of this development should be provided within the site on land which is not public highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence.

Further information is available via the County Council website at:  
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

3. 2. Obstruction of highway: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence.

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| <div>Signed</div> <div></div> <div>Shaun Greaves<br/>Determining Officer<br/><b>Date:</b> 21 July 2026</div> | <div>Development Management<br/>North Hertfordshire District Council<br/>Council Offices<br/>Gernon Road<br/>Letchworth<br/>Herts<br/>SG6 3JF</div> |
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