

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/00680/AD	Installation 2x sign written house name letters, 1x car park sign, 1x small directional sign, 1x information panel, 1x post mounted pictorial sign and 1x single sided post mounted welcome/directional sign.	The Green Man 5 High Street Offley Hitchin Hertfordshire SG5 3AR

Submitted Plan Nos

Location Plan 203231-Rev B 203231-Rev B 203231-Rev B 203231-Rev B 203231-Rev B 203231-Rev B
203231-Rev B 203231-Rev B

1.0 Policies

2.0 **Planning Considerations**

2.1 **Site and Surroundings**

- 2.1.1 The site accommodates a Grade II Listed Public House, the Green Man, and car park to the north of High Street, Offley. The site is within the Offley Conservation Area (OCA).
- 2.1.2 The site currently benefits from 2no. written house name signage to the south and east elevations, 1no. car park sign to the south elevation, 1no. small directional sign at the access point, and 1no. post mounted sign along the south boundary.

2.2 **Proposal**

- 2.2.1 The application proposes to install 2no. written house name signs to the south and east elevations of the Public House, 1no. car park and house name sign around the access, 3no. directional signs to the south and east elevations, and 1no. single sided post mounted sign.

2.3 **Key Issues**

- 2.3.1 The key material considerations are amenity and public safety.

Amenity

- 2.3.2 The proposed written house name signs (labelled '02A' and '02B' on the proposed plans) to the south and east elevations would replace the existing house name signage. The signage would be highly visible from the street/ Offley Conservation Area. However, the replacement signage would be of a similar design and scale as existing. Therefore, the house name signage would have a neutral impact on the character of the site and the OCA.

- 2.3.3 Additional directional signage to the Public House would include 1no. overflow car parking sign to the south elevation ('03' on proposed plans), 1no.access sign to the east elevation access door ('05'), and 1no. 'no parking' sign to the east elevation double doors ('06'). The overflow parking signage would be highly visible from the street, but not of a large enough scale to be objectionable. The signage to the east would be small in scale and would face the car park. Overall, the directional signage would not have an unacceptable impact on the character of the site and the OCA.
- 2.3.4 The existing small directional sign around the access point ('04' on proposed plans) would be integrated into new, larger signage, to include the house name. The height of the upgraded signage would only extend as far as the height of the existing south boundary wall, and the sign would be tucked into the inner access, meaning that views from the east of High Street would be limited. The directional signage would therefore not have an unacceptable impact on the character of the site and the OCA.
- 2.3.5 The proposed single sided post mounted sign would replace the existing post sign ('01' on proposed plans). The post signage would be similar in height and bulk to existing but would change the material from metal to a wooden post. The signage would bear the house name and would match the house colours of the other proposed signage for visual cohesion. The replacement post mounted signage is therefore considered to be an acceptable replacement and would not have an unacceptable impact on the character of the site and the OCA.

Public Safety

- 2.3.6 It is considered that the proposed signage to the Public House would not impact public safety. The proposed signage around the access would be set back from the vehicular access point and would not interfere with the existing visibility splays.

2.4 **Conclusion**

- 2.4.1 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.

3.0 **Recommendation**

- 3.1 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: 26 May 2026	