

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/00736/AD	Increase in height to existing freestanding 8m totem to 10m (Amended plans submitted 28.05.26).	Mcdonalds Restaurants Ltd Baldock Road Royston Hertfordshire SG8 9NT

Submitted Plan Nos

P21-050-1413-01-A P21-050-1413-24-C

1.0 Policies

SECN12 Achieving well-designed places

T1 Assessment of transport matters

D1 Sustainable design

2.0 **Representations**

2.1 **HCC Highways** – No objection.

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

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is the McDonalds restaurant located in Royston at the A505/Baldock Road roundabout. The existing totem pole is positioned to the north-west of the site by the A505.

3.2 **Proposal**

3.2.1 Increase in height to existing freestanding 8m totem to 10m (amended plans submitted 28/05/26).

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 for increasing the height of the totem. As the surrounding area is largely rural, the original 4m height increase was deemed to be unacceptable for the locality. As such, a revised scheme was sought which increased the totem height by 2m. The overall design of the totem would remain as existing. It is therefore considered that the 2m height increase would have an acceptable impact upon the visual amenity of the area.

Public Safety

3.3.4 It is considered that the proposed increase in height for the totem would not compromise public safety, following a response of 'no objection' from the Hertfordshire Highway Authority.

3.4 **Conclusion**

3.4.1 Overall, the proposed increase in totem height 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.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 3 June 2026	