



NORTH HERTFORDSHIRE DISTRICT COUNCIL

Town and Country Planning (Control of Advertisements) Regulations 1992

DECISION NOTICE

Correspondence Address:

DB3 Architecture
2 Callaghan Square
Cardiff
CF10 5BT
United Kingdom

Applicant:

Branch Manager

PARTICULARS OF DEVELOPMENT

Application: 25/03025/AD

Proposal: Existing ATM lowered in height with illuminated collar surround. Installation of externally illuminated fascia panel (with LED lighting bar) externally illuminated Barclays branded Eagle /text signage and externally illuminated projecting Barclays branded Eagle signage.

Location: 5 - 6 High Street, Hitchin, Hertfordshire, SG5 1BH,

Approved Plan Nos: 18864-DB3-S01-XX-DR-A-90001
18864-DB3-B01-00-DR-A-20011
18864-DB3-B01-00-DR-A-20111 - Rev A

PARTICULARS OF DECISION

In pursuance of its powers under the above Act and the associated Orders and Regulations, the Council hereby **GRANT** express consent to the above display proposed by you in your application received with sufficient particulars on 12 December 2025.

This advertisement consent is subject to the following condition(s):

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.

2. The following condition applies to illuminated signs visible from the highway:

The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals (ILP) in the publication Technical Report No 5: Brightness of Illuminated Advertisements.

Reason: So that drivers of vehicles along the adjacent public highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway

Signed:



Development & Conservation Manager

Date: 18 February 2026

Development Management
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth
Herts
SG6 3JF

NOTES

- 1 **Failure to satisfy conditions may invalidate this consent and/or result in enforcement action. Particular attention should be paid to the requirements of any condition in bold.**
- 2 If you are aggrieved by this decision, you may appeal to The Planning Inspectorate, within 8 weeks of the date of receipt of this decision or, in exceptional circumstances, such longer period as the Secretary of State may agree.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.