

DELEGATED FILE NOTE

CASE OFFICER: ...Thomas Howe.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/03025/AD	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.	5 - 6 High Street Hitchin Hertfordshire SG5 1BH

Submitted 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

1.0 Policies

2.0 **Site History**

- 2.1 25/03018/LBC and 25/03024/FP - Existing ATM lowered in height. Replacement of the existing automated front entrance door. (and internal and external alterations) – Pending and Concurrent

3.0 **Representations**

- 3.1 Hertfordshire Highways:

- Does not wish to restrict grant of permission. Recommends condition for illumination intensity.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The application site comprises 5-6 High Street, Hitchin. The use of the ground floor is for a bank. The building is Grade II Listed, and it is within the Hitchin Conservation Area. The list entry reads as follows:

“1. 5255 HIGH STREET (West Side) Nos 5 & 6. TL 1829 SW 1/99 II GV

2. Mid C19 in Italianate style. Impressive stucco building with careful details. Modillion cornice to hipped Welsh slated roof. 3 storeys, quoins, vermiculated ground floor. 3 storeys, 2nd floor architrave surrounds, first floor eared architrave surrounds, pediments. Slightly recessed wings. 1 window on left, 2 storeys on right.

Nos 1 to 6 (consec) form a group with No 33 Market Place.”

4.2 **Proposal**

- 4.2.1 Consent is sought for the installation of:

- ☐ 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.

4.3 **Key Issues:**

- 4.3.1 The key material considerations are amenity and public safety, as set out in paragraph 136 of Section 12 of the NPPF.

Amenity:

- 4.3.2 The signage is similar to what is existing, and would reflect the use of the building as a bank. Materiality, colour and illumination are sympathetic to what is existing and in the vicinity. It is noted that the Conservation Officer has not objected to the proposed

Listed Building Consent application, and I consider that this would be material. The amenity impacts are therefore acceptable.

Public Safety:

- 4.3.3 The Highways Authority did not object to the proposal. Their comments consider that the scheme to be acceptable subject to compliance with their recommended illumination condition.

4.4 **Conclusion**

- 4.4.1 Overall, I consider that the proposed sign would not be detrimental to visual amenity, the character of the area or highway safety and therefore can see no reason to refuse advertisement consent for the application.

5.0 **Recommendation**

- 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.

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  Shaun Greaves Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 18 February 2026	