

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/01051/AD	Installation of non-illuminated fascia signage	14 Bucklersbury Hitchin Hertfordshire SG5 1BB

Submitted Plan Nos

PO1 PO2 PO3

1.0 Policies

D1	Sustainable design
HE1	Designated heritage assets
T1	Assessment of transport matters

2.0 **Site History**

- 2.1 26/01050/FP - Change of use to E1 (b) - Restaurant with take away service including outdoor seating area. Alterations to fenestration and external painting – Pending

3.0 **Representations**

- 3.1 Conservation Officer: No Objection.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 No. 14 comprises a single storey building off Bucklersbury, in Hitchin Town Centre. It is within the Hitchin Conservation Area. Listed Buildings are in proximity to the application, notably opposite and the neighbours to the south.

4.2 **Proposal**

- 4.2.1 Consent is sought for the installation of non-illuminated fascia 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 visual appearance of the proposed signage is not considered to harm local amenity given its set back location, modest scale and restrained appearance. The wider signage along Bucklersbury is varied, and it is not considered that the proposed signage would appear at odds with this local vernacular. Furthermore, it is noted that the existing signage covers most of the fascias to the existing building, and the replacement with the new signage would provide some degree of improvement, tying the new restaurant signage closer in with the retail and restaurant uses nearby instead of the vehicle garage existing on site. The Conservation Officer has not objected.

Public Safety:

- 4.3.3 The proposed signage would be non-illuminated and would not project over the footpaths and highway surrounding the site. It would be set back from the highway edge owing to the site's set-in. It is unlikely to harm public safety as it would not impact upon road users, and pedestrians.

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.

Signed  Shaun Greaves Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 17 July 2026	