

DELEGATED FILE NOTE

CASE OFFICER: ...Melissa Tyler.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01641/AD	Installation of externally illuminated fascia sign and hanging sign. (Development already carried out).	32 Sun Street Hitchin Hertfordshire SG5 1AH

Submitted Plan Nos

Location Plan 005 023 026

1.0 Policies

HE1	Designated heritage assets
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D1	Sustainable design
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2.0 **Representations**

2.1 **Hertfordshire Highways** – The sign conforms to the ‘Technical Report No 5: Brightness of Illuminated Advertisements’ and ‘Guidance Notes for the Reduction of Obtrusive Light GN01:2014’. The illuminance at 600 cdm² is unlikely to lead to demonstrable harm in terms of dazzle and distraction along Sun Street therefore, the highway authority would not wish to restrict the grant of planning permission, subject to the above informatives.

2.2 **Environmental Health** – No objection.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 No. 31 and 32 Sun Street are jointly a Grade II listed eighteenth building with later alterations. The building is three storeys tall with a modern shop front and timber framing that is visible in the interior. It has historic significance as a historic building in the town centre and historic and architectural interest due to its historic fabric. The site is located within the historic core of Hitchin Conservation Area, and a large number of nearby buildings along Sun Street, Bucklersbury and nearby Marketplace are nationally listed.

3.2 **Proposal**

3.2.1 Installation of externally illuminated fascia sign and hanging sign (development already carried out).

3.3 **Key Issues**

3.3.1 The key material considerations are heritage harm, amenity and public safety.

Heritage impact

3.3.2 The application site makes a positive contribution to the Conservation Area due to its historic and architectural interest highlighted above. In the adopted Hitchin Conservation Area Character Statement (CACS) the application site is located in ‘Character Area 2c: The Market Place, Bridge Street, Tilehouse Street and Upper Tilehouse Street’. The shopfront fascia signs and hanging sign are of an appropriate material and character and have an acceptable impact in heritage terms.

Amenity

3.3.3 There are no objections to this application for the installation of the externally illuminated fascia sign and hanging sign. The signage is acceptable in design terms and the proposal would not appear contrary or harmful to the character of the site and surrounding area.

Public Safety

- 3.3.4 It is considered that the proposed signage would have no impact upon public safety, following a response of no objection from the Hertfordshire Highway Authority

3.4 Conclusion

- 3.4.1 Overall, the proposed signage is considered acceptable and 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**

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in the publication 'Technical Report No 5: Brightness of Illuminated Advertisements' and 'Guidance Notes for the Reduction of Obtrusive Light GN01:2014'.

Reason: To ensure construction of a satisfactory development and in the interests of highway safety in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018)

Informative/s:

1. AN1) Storage of materials: The applicant is advised that the storage of materials associated with the construction of this development should be provided within the site on land which is not public highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence.
Further information is available via the County Council website at:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.
AN2) Obstruction of highway: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the Highway Authority to obtain their permission and requirements before construction works commence. Further information is available via the County Council website at:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

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

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