

Digital Signage, High Street & Angel Pavement, Royston

Project Ref: Proposed Digital Signage, High Street & Angel Pavement, Royston

Project N°: R001

Date: February 2025

Client:

Royston First BID Co Ltd,
Royston Town Hall, c/o, Melbourn St,
Royston
SG8 7DA

Architect:

DaltonMuscat Architects
75A Histon Road
Cambridge
CB4 3JD

Contact: Mr. Paul Brown



Digital Signage, High Street & Angel Pavement, Royston

Introduction

This Advertisement Statement is provided on behalf of Royston First BID in support of an Advertisement Consent Application for 2no. proposed digital interactive signs in Royston town centre. The statement should be read with the accompanying drawings and signage details and specifications.

Royston First Business Improvement District (BID) is a formal arrangement between businesses in Royston that come together to fund, manage and ultimately enhance the local trading environment for all local businesses.

As part of upgrades to the town centre, Royston First BID are proposing to enhance visitor experience by the installation of two new digital interactive signs.

The Site Locations

The proposed signs will be erected in two separate locations on public footpaths along Royston High Street and Angel Pavement respectively.

There is vehicular access in one direction on the High Street whilst Angel Pavement is a pedestrian area.

Both signs will be set in front of existing masonry walls forming the sides of commercial premises.

The surrounding areas are characterised by a variety of commercial and retail premises located at ground floor level.

Both sites fall within the boundaries of Royston Conservation Area. Please refer to the Heritage Statement prepared by JB Heritage for further details.



Sign A Proposed Location



Sign B Proposed Location

Digital Signage, High Street & Angel Pavement, Royston



Proposed location of Sign A.

Proposed location of Sign A on public footpath adjacent No 34, High Street, Royston

Digital Signage, High Street & Angel Pavement, Royston



Proposed location of Sign B.

Proposed location of Sign B on public footpath adjacent No 10a, Angel Pavement, Royston

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The Proposals

The proposed signs will have an identical design in the form of a totem and comprise an illuminated interactive digital screen on the front. The enhanced design will have a digital way finding sign to help visitors better navigate their way around the town and will also help promote local events in real time making the visitor experience more aesthetically pleasing.

Modern way finding and event / commercial advertisement signage of this nature is now common in town centre locations and is almost expected by the general public as part of a town centre and retail experience. Appropriate signage is also fundamental in the efficient operation and function of town centre environments where local business and charities alike will have the opportunity to advertise their goods and services.

Appearance and Scale

The totem signs comprise a bespoke fabricated aluminium support structure consisting of 2 x175mm C-section posts fixed to the ground, internal framework and back to back folded aluminium casing to house the digital screen. The signs will incorporate steel ventilation grilles on the rear. The front digital screen incorporates anti-reflective glass.

There is a laser cut bespoke decorative finial fixed to the top of one of the posts in the form of the Royston Crow. All metalwork is polyester powder coated, black/white with black/white decorative finial to match other street furniture in the area.

The signs will have changing visuals in the form of different adverts running through the day. Adverts would come from businesses and will be updated regularly to keep the content current and fresh. For example, a sale at a specific shop, the new Royston First loyalty app etc. They will also promote local events. Please refer to Appendix 2 for typical digital posters.

The signs are 2.2m to the top of the totem sign and 2.66m to top of decorative finial.

The scale is considered in keeping with the existing streetscape and through their modern design and graphics, will encourage visitors and locals to use the signs for a better experience.

Amenity and Public Safety

The proposed signs will be erected on existing footpaths and main pedestrian routes. The structures will be fixed by metal posts to the ground and in positions to avoid causing an obstruction to pedestrians and to vehicular traffic. The proposed location on the High Street will not face the direction of traffic.

The width of the public footpath in Site Location A (High Street) is c. 3.43m and Sign Location B (Angel Pavement) it is c. 8.1m. There is already existing wall mounted poster type signage of similar size in both locations and as such there will be no change to pedestrian flow. The old wall mounted posters will be removed before the installation of the new signs.

The proposed digital signs will eliminate the need for 'A' type boards which create unnecessary obstacles along the high street that pedestrians have to safely navigate around. The new digital signage will be advertising these businesses and will therefore reduce the need for such advertisements and improve safety along the high street.

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Screen Brightness Levels

The screens incorporate anti-reflective glass. The front glass face is specially treated to help diffuse direct sunlight, making the display easily readable even in bright weather conditions.

The interactive screen will also incorporate state-of-the-art projected capacitive technology which provides the most responsive and sensitive touch experience available as well as providing superior optical quality.

The signs incorporate latest lighting / digital technology. They have a built-in auto brightness sensor that changes the brightness level depending on ambient lighting conditions.

The screen brightness varies with varying levels of ambient lighting – the screens are at their brightest when ambient lighting is very bright to enable the user to see the screen. Screen brightness levels drop to 450-600 CDM at twilight. The maximum level is set to 2500 cdm's.

The signage lighting will go off at 8pm and come back on at 8am.

Their location on the public footpath and the proposed lighting levels will not obstruct or hinder the view of drivers on the High Street and as such are not considered to impact upon road or pedestrian safety.

Community Support

The proposed signs have received very good feedback with 87% of local businesses in favour of the proposals. The majority of the businesses and members of the local community consulted have highlighted the need for a boost to the High Street and the local economy and fully support the installation of such modern way of advertising and way finding. The signs will also help attract customers to those business which are located away from the High Street. Please refer to Appendix 1 for Letters of Support.

Conclusion

The proposed free standing informative digital signage is considered to be of a high quality design and robust materials and will incorporate state-of-the-art digital technology.

The type, design and materials are considered appropriate for this Town Centre location and will enhance the streetscape. The signage will be used to advertise businesses located within the Royston BID area and promote local events for locals and visitors alike, giving a much needed boost to local businesses. They have the support of the local businesses and community.

The signage is considered suitable in relation to the appearance and location and will not restrict visibility or detract from the appearance of the surrounding area of the Town Centre or Conservation Area. The proposed signage will not have an adverse impact on amenity or public safety in particular on pedestrians and drivers.

We therefore conclude that the proposed signage scheme is compliant with National and Local planning policy.

Digital Signage, High Street & Angel Pavement, Royston

APPENDIX 1

LETTERS OF SUPPORT

23rd January 2025

FAO: The Planning Officer, North Herts Council

I am writing to express my full support for Royston's First application for the installation of two digital signs in our town centre.

We have been trading as a business in Royston for 20 years (and I've been resident here for almost 30 years!), and over that time, we have seen so many changes to the town in how information is shared and the town promoted. Of course, as a business, we promote events through our local magazines, however, we fully support the benefit of using a range of different marketing channels to maximise the impact and reaching many people.

Digital signage is dynamic, so messages can be changed and updated regularly, meaning the information is always timely.

The proposed locations are ideally positioned to maximise their visibility, benefiting from high footfall without causing disruption to road traffic.

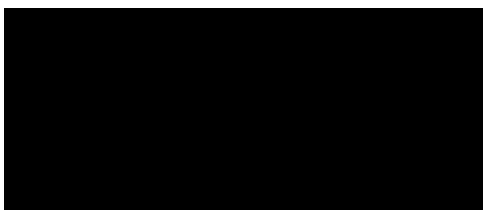
These signs will have a significant impact in revitalising the town centre and provide local businesses and charities with a valuable opportunity to advertise their products and services.

In what are looking to be more challenging economic times ahead, such initiatives are essential. The digital signs can also be used to promote local events, like the Christmas light switch-on, town centre trails and Royston Arts Festival, which all help to promote Royston as a vibrant, safe place to enjoy, thus increasing footfall and fostering a greater sense of community.

These signs will make it easier for visitors to experience everything Royston has to offer and encourage them to explore more of our wonderful town.

I sincerely hope that this application will be approved, as it would be a positive step forward for our town and its businesses.

Best regards,



Cath Boughton
Director, The Listing

5 Bannister Gardens

Royston

Herts

SG8 7XA

23 January 2025

North Herts Council

Planning Officer

Dear Sir,

I am writing to you formally to offer my support for the two digital signs in Royston town centre as per the application made by Royston First BID Company Limited.

I am a fully fledged Roystonian and have concerns about the survival of our Town Centre in these tough economic times. These two signs will give the town centre a real boost.

These signs will give much needed support to our local businesses and help the community spirit amongst the people and businesses of Royston.

I think that the proposed sites for the digital signs are safe, will not impact on road traffic and ideal positions for them to be sited.

The installation of these signs will give a significant boost to Royston's local tourism bringing much needed footfall into the town.

I am involved in many organisations in the town and these signs would benefit every organisation whether charitable or business related.

I do hope that you will be able to support this application

Yours faithfully

David Smyth

☐ ENFIELD: 423/425 Hertford Road, Enfield, Middlesex EN3 5PT Tel:020 8804 2703	☒ ROYSTON: Orchard Road, Royston, Hertfordshire SG8 5HA Tel:01763 243366
☐ SAWBRIDGEWORTH: Unit F Riverside, The Maltings, Sawbridgeworth, Hertfordshire CM21 9JX Tel:01279 725808	☐ STEVENAGE: Unit C2 Roebuck Park London Road, Stevenage, Hertfordshire SG1 1XZ Tel:01438 316144
	Website: www.enfielelectrical.co.uk e-mail sales@enfielelectrical.co.uk

Planning Department
North Herts District Council
PO Box 10613
Nottingham
NG6 6DW

24th January, 2025

Dear Sirs,

Re Digital Signs Royston

I am writing to support the application for Digital Signs in Royston.

I have lived in Royston for 35 years and had a business in Royston for 30 years. During that time I have seen a steady decline in the number of shops and businesses in the Town Centre and it desperately needs a new injection of life. The digital signs will enhance the Town Centre offering a modern twist that will attract locals and tourists alike. This can only help the profile of the existing businesses.

The locations seem ideal, safe and accessible and can only improve the overall appearance of the Town Centre.

Yours Sincerely



S Jackson
Managing Director

To whom it may concern

I'm a local business in Royston and would like to back the plans for 2 digital signs.
I believe these signs will support our small businesses in town. These signs can only be a positive to give our local economy a boost,
Support local businesses, charities and help bring our community together.

Kind regards

Shelley Ward

Shelley Little Acorns

Attention of Paul Brown:

Royston Market would be a business area that would undoubtedly benefit from the introduction of digital signage.

The council has, since my tenure as market manager started over 6 years ago, failed to commit even the most modest of sums towards the promotion of the market .The only support it has enjoyed is from the Listing Magazine who have been good enough to allow us to post a free monthly advert for that 6 year period - I believe an acknowledgement of the value of the market to the community generally and the High Street specifically (and of course a measure of their generosity!)

With any revision of the council's approach to highlighting the diversity of produce and goods that are sold on market day's unlikely in the near future, any opportunity to advertise details of those traders who operate on Wednesday's and Saturday's would prove invaluable.

Being able to make weekly changes so the signs based on trader attendance as well as promoting events such as summer and Xmas Markets would be a great idea. I am sure businesses throughout the town will see the value of this innovative approach in keeping our shoppers up to speed with what our wonderful town has to offer.

Rob Mills (Market Manager) Royston Town Council

I write in support of the proposed installation of two digital signs in the town centre, which will offer a highly visible showcase to the wide variety of retail businesses on offer to the public.

Paul Bowes of Bow Books.

I have been informed by the manager of Royston First (copied in), that the BID are proposing to apply for planning permission to install two digital signs in the Conservation Area. The locations proposed are on Angel Pavement and next to WH Smith facing up the High Street.

These signs will be used to promote local events and attractions which will benefit the community. They will include colour adverts, videos and interactive touch screens, making them highly accessible to members of the public. They could potentially cause a distraction to traffic but given the locations in traffic free Angel Pavement and facing away from the one way traffic flow in the High Street, this is unlikely to be an issue.

I believe the installation of digital signs in Royston town centre would be of benefit to local businesses and community organisations and as a local Councillor, I am happy to support this proposal in principle.

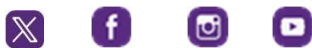
Regards

Ruth

~~~~~



Celebrating 50 years



**Cllr Ruth Brown**

Group Leader Liberal Democrats

Shadow Exec Member – Planning  
& Transport

01763 230290

[www.north-herts.gov.uk](http://www.north-herts.gov.uk)

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FAO The Planning Officer

I am writing to support the proposal for Digital Signage for Royston Town Centre.

We are a local family run business in Royston with a take away cake and coffee shop on Lower King Street.

For us it would be beneficial to be advertised in the town centre as we are slightly tucked away, so it would help drive footfall our way.

We also support the Shop Local message and believe many of our local residents enjoy supporting independent businesses in the town. This reminder of what's on offer as they go about their trip in the town centre would help to remind them of the range of shops we have on offer.

With the currently proposals for the 'free after 3' parking initiative to be scrapped, this could help too as we may lose the after school trade in the afternoons

Many thanks  
Kelly

Kelly's Kitchen

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Dear Paul,

Please add this email as a supporting documentation to the application for the digital sign boards that have been proposed for Royston.

1. Royston needs to do everything it can to encourage people to support businesses, charities and local events to ensure that the town thrives.
2. Digital signage is not a new thing and Royston should be evolving to keep up with other towns and cities.
3. I suspect in the event of needing to get an urgent/emergency message out relating to storm warning/local missing person, the signs could be helpful to local authorities
4. Not everyone has access to social media/internet and this is another tool that would be helpful to make people aware of the many activities and opportunities in the town.

Best wishes,  
Kelly Liebenberg  
Director

Glazed Creations

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**Subject: Support for Digital Signage in Royston**

I am writing to express my strong support for the council's application to introduce digital signage around Royston. As a local business owner who has been part of the community for the past three years, I have seen firsthand how challenging it can be to gain visibility and connect with potential customers.

The introduction of digital signs would provide an invaluable platform for small businesses like mine to reach a wider audience, promote services, and contribute to the local economy. Many residents and visitors are still unaware of the diverse businesses in our town, and this initiative would help bridge that gap by offering a modern and dynamic way to share information.

I believe these signs will not only benefit local businesses but also enhance community engagement and keep residents informed about important local events and services. I fully support this initiative and hope to see it implemented soon.

Thank you for considering my perspective. Please do not hesitate to reach out if you need any further input.

Best regards,  
Stacey Lombardi

Pamper Mi Mi



daysbakery.co.uk  
office@daysbakery.co.uk  
01462 742112  
61 High St, Ashwell,  
Baldock SG7 5NP

Paul Funnell  
Days of Ashwell Ltd  
61 High Street  
Ashwell, Baldock  
Hertfordshire  
SG7 5NP  
07736296099

31/1/25

Ref : Royston Digital Signs

To The Planning Officer,

We were pleased to receive information about a proposal for Digital Signs to be installed within the town centre.

As a long standing business within the community, this initiative has our full support.

This initiative would help to promote shops and services to both those living in and around Royston as well as those visiting for the first time.

It is well documented that Town Centres are a different place to in the past and need every advantage possible to help to survive. Our shop is no stranger to this and we have seen falling footfall into the shop over the course of last year.

Evidence of where promoting shops and services works was the Christmas Lights switch on in Royston. We opened for the first time last year and after great promotion by the RoystonFirst Team it was great to see so many locals visiting the town on the evening. The community spirit and support for the event was great to see.

Last year, our shop won both team and individual awards for customer service and as stated above we have been open in Royston for many years, something we are proud of. We support this initiative to support and boost the collective of Royston Town Centre.

Yours sincerely  
Paul

Paul Funnell  
Area Manager  
Days of Ashwell Ltd

63 Green Drift  
Royston  
SG8 5BX

30<sup>th</sup> January 2025

For the Attention of The Planning Officer

I am writing in support of Royston First's application to install two digital signs in the High Street and Angel Pavement. Both locations are perfect and will provide maximum impact benefiting from high footfall and low traffic and will not cause any issues.

In these tough economic times, these signs will give an enormous boost to the Town Centre. Local businesses will have the opportunity to advertise their goods and services. Visitors, or those new to the town, will find them invaluable in finding their way around. In addition, they could also be useful to promote local events.

These signs should be approved and be allowed to revitalise the town we know and love, as it deserves.

Kind regards

Rosemary Bateman

Chair, Royston & District Local History Society



# Royston Town Football Club

(Founded in 1875)



Charter Standard Community Club 2009

Ground: Garden Walk, Royston, Herts SG8 7HP Tel: 01763 241204

Web: [www.roystontownfc.co.uk](http://www.roystontownfc.co.uk)

Colours: White Shirts, Black Shorts, White Socks

Planning Department  
North Herts District Council  
PO Box 10613  
Nottingham  
NG6 6DW

23rd January, 2025

Dear Sirs,

## Re Royston Town Centre Digital Signs

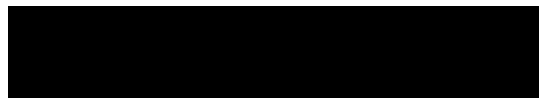
I am writing in response to the planning application for two digital signs in Royston Town Centre.

Royston Town FC has been an integral part of the Towns community for nearly 150 years but has never been as active and engaging in the Town as it is now. We work extremely hard to interact with our fans and listen to their wishes and demands. One of the main concerns we hear is the demise of the Town Centre and the need to refresh its appearance to attract more shoppers to the Town.

I truly believe the addition of at least two digital signs in the Town Centre will enhance the Towns appearance and attract more people into town, the location of the signs look to be well considered and of no distraction to drivers. We need to follow the leads of other towns that have already installed them with great success.

I am in total support of the application

Yours sincerely



Steve Jackson  
Chairman

*President:* Alan Barlow, Tel: 07966 296614  
*Secretary:* Terry McKinnell, Tel: 07772 086709

*Chairman:* Steve Jackson, Tel: 07850 383483  
*Financial Director:* Jeff Gill Tel: 07736 389388

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Digital Signage, High Street & Angel Pavement, Royston

## APPENDIX 2

### TYPICAL DIGITAL POSTERS



THE HONEST FIG, CAMBRIDGE WINE ROYSTON, REVOLUTION RECORDS & BUNTINGFORD BREWERY

**BOOK  
NOW**

# CHEESE & WINE



**Fundraising for  
Jamie's Quest**



**SATURDAY 14TH DECEMBER  
THE CORN EXCHANGE, ROYSTON**

**5:00 - 8:00PM**



# IT'S HERE!



## ROYSTON INDEPENDENTS WEEK 2024

Get involved with Independents Week  
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independents in Royston.



SHOP ♥ EAT ♥ ENJOY ♥ LOCAL



Join us for Royston's

# CHRISTMAS LIGHTS SWITCH-ON

**Friday 24<sup>th</sup> November**

Starts at 5pm (Lights switch-on at 7pm)

Hosted by **Star Radio**

Live performances by **Tom Huttlestone**, students at  
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Variety of stalls by local  
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