

DELEGATED FILE NOTE

CASE OFFICER: ...William Thompson.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/00405/AD	Installation of three non-illuminated facia signs to front elevation	47 Leys Avenue Letchworth Garden City Hertfordshire SG6 3EE

Submitted Plan Nos

Signage Annotated Vestibule Proposed Front Elevation Annotated Signage Belle and Beast Sign
Emporium Sign Antiques Sign

1.0 Policies

2.0 **Representations**

2.1 **Hertfordshire Highways** – No Objection.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is a ground floor commercial unit on Leys Avenue, Letchworth. The site is within an Article 4 area and the Conservation Area.

3.2 **Proposal**

3.2.1 Installation of three non-illuminated fascia signs to front elevation.

3.3 **Key Issues**

3.3.1 The key material considerations are amenity and public safety.

Amenity

3.3.2 There are no objections to this application for the installation of three non-illuminated fascia signs to front elevation. The signage is acceptable in design terms. In this town centre context, the proposal would not appear contrary or harmful to the character of the site and surrounding area.

- 3.3.3 Moreover, it is considered that the proposal would not result in any level of harm to the character and appearance of the Conservation 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, in my view, 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** 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.

Proactive Statement:

- 1 Planning permission has been granted for this proposal. Discussion with the applicant to seek an acceptable solution was not necessary in this instance. The Council has therefore acted proactively in line with the requirements of the Framework (paragraph 38) and in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 1 May 2025	