

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/00231/AD	Erection of one fascia sign (non-illuminated red panel with embossed lettering and logos with internal LED illumination) and erection of one projecting sign (non-illuminated panel with embossed logo with internal LED illumination). External illumination. (Amended plans received 08.06.2026).	11 Eastcheap Letchworth Garden City Hertfordshire SG6 3DA

Submitted Plan Nos

Location and Block Plan 25.01-D1A Existing and Proposed Ground Floor Plan Design and Access and Planning Statement Proposed Front Signage

1.0 Policies

2.0 Representations

2.1 **Hertfordshire Highways** – None received.

2.2 **Letchworth Garden City Heritage Foundation** – No objection.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is a commercial unit on Eastcheap, Letchworth. The site is within an Article 4 Direction area and the Conservation Area.

3.2 **Proposal**

3.2.1 Erection of one fascia sign (non-illuminated red panel with embossed lettering and logos with internal LED illumination) and erection of one projecting sign (non-illuminated panel with embossed logo with internal LED illumination). External illumination. Application of window vinyl.

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. 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.

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.

Signed  Anne McDonald Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 10 June 2026	