

DELEGATED FILE NOTE

CASE OFFICER: ...Vicki Wood.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/01805/AD	Installation of No.1 non-illuminated logo panel and No.1 non-illuminated top sign.	38 Whitehorse Street Baldock Hertfordshire SG7 6QQ

Submitted Plan Nos

Location Plan 6625 Adv PTU E029314 NCRA0033 - 6625 Adv

1.0 Policies

1.0 **Local and National Policy**

1.1 **National Planning Policy Framework 2024 (NPPF)**

Section 2 – Achieving sustainable development

Section 12 – Achieving well-designed places

Section 14 - Meeting the challenges of climate change, flooding and coastal change

1.2 **North Hertfordshire Local Plan 2011-2031 (NHLP)**

Strategic Policies

Policy SP1 – Sustainable Development in North Hertfordshire

Policy SP4 – Town Centres, Local Centres and Community Shops

Policy SP9 – Design and Sustainability

Development Management Policies

Policy D1 – Sustainable design

Policy D3 – Protecting living conditions

ECTC3 – New retail, leisure and other main town centre development

2.0 **Representations**

2.1 **HCC Highway Authority** – No objection.

2.2 **Baldock, Bygrave and Clothall** – None received.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is a ground floor retail unit on Whitehorse Street in Baldock. The site is within an Article 4 area and a Conservation Area. Nos.40 and 42 to the northeast are grade II listed and there is other listed buildings in close proximity including directly opposite the site.

3.2 **Proposal**

3.2.1 Installation of No.1 non-illuminated logo panel and No.1 non-illuminated top sign.

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 and is common for this type of branding. 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 It is therefore considered that the proposal will not result in any level of harm to the attached and nearby listed buildings or 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, and the Highway Authority have raised no objections subject to a recommended Informatives.

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** 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.

Informative/s:

1. 1. 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.

2. 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  Sam Dicocco Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 29 August 2025	