

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/02340/AD	Installation of directional and operational signage. Change colour of signage from red to grey.	Hitchin Swimming Pool Fishponds Road Hitchin Hertfordshire SG5 1HA

Submitted Plan Nos

Location Plan Site Plan Signage details Car Park v2

1.0 Policies

2.0 **Representations**

2.1 **NHC Planning Enforcement** – No Objection.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is a the Hitchin Swimming Pool on Fishponds Road, Hitchin and lies within the Hitchin Conservation Area.

3.2 **Proposal**

3.2.1 Installation of directional and operational signage. (Development already carried out). Change colour of signage from red to grey.

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 from Enforcement or the Conservation Officer. The signage is acceptable in design terms. 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 an unacceptable level of harm to the character and appearance of the Conservation Area.

Public Safety

3.3.4 The signs would not be illuminated. 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.

2. Within 3 months of the date of the determination of this application the existing red coloured signage shall be removed from the site.

Reason: To protect the character and appearance of the Conservation Area. LP Policy HE1.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 17 September 2025	