

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/02032/AD	Installation of 1 no. halo effect illuminated fascia signage, 2 no. internally illuminated projecting signs, and 2 no. foil signs to entrance door glazing	11A - 11B Bancroft Hitchin Hertfordshire SG5 1JQ

Submitted Plan Nos

100 101 102 103 201 202

1.0 Policies

2.0 **Representations**

2.1 **Hertfordshire Highways** – No Objection with condition.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is a commercial unit on Bancroft, Hitchin. The site is within the Hitchin Conservation Area.

3.2 **Proposal**

3.2.1 Installation of 1 no. halo effect illuminated fascia signage, 2 no. internally illuminated projecting signs, and 2 no. foil signs to entrance door glazing.

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 not have a detrimental impact upon public safety, following a response of No Objection and suggested condition 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.

2. Prior to the first use of the advertising signage hereby permitted the intensity of illumination shall be controlled and thereafter retained at a level that is within the limits recommended in the Institute of Lighting Professionals (ILP) Technical Note 5 The Brightness of Illuminated Advertisements including Digital Displays (PLG05/23) and Guidance Note 01/21 The Reduction of Obtrusive Light.

Reason: in the interests of the visual amenity and highway safety of the area in accordance with Policies 17 and 21 of Hertfordshire's Local Transport Plan (adopted 2018)

Informative/s:

1. AN 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
- AN 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  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 18 September 2026	