

DELEGATED FILE NOTE

CASE OFFICER: ...Melissa Tyler.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
25/01040/AD	Installation of fascia signage and hanging metal sign.	8 - 9 Bridge Street Hitchin Hertfordshire SG5 2DE

Submitted Plan Nos

Location Plan Existing Site Proposed Site

1.0 Policies

D1 Sustainable design

HE1 Designated heritage assets

2.0 **Representations**

2.1 **Hertfordshire Highways** – The Highway Authority has considered the proposal and subject to the informatives, it is considered that the proposed signs would not give rise to an unreasonable impact on the safety and operation of the surrounding highway network.

2.2 **Conservation** – No objection

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 Nos.8, 9 and 9A Bridge Street are together grade II listed and are a Designated Heritage Asset for the purpose of applying the aims of Section 16 of the NPPF. The building was added to the Statutory List of Buildings of Special Architectural or Historic Interest on 17 June 1974, and the list entry is at the following link:

<https://historicengland.org.uk/listing/the-list/list-entry/1102189?section=official-list-entry>

3.1.2 The host property is also within the Conservation Area.

3.2 **Proposal**

3.2.1 Installation of fascia signage and hanging metal sign.

3.2.2 The proposed signage will match the painting of the timber, which is subject to a separate listed building application. This will be a muted dark red tone, with all signage along the same boundaries as signage for the building under prior occupants, therefore not over-reaching previous works that have taken place in the past.

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 fascia signage and hanging metal sign 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, following consultation with Conservation, 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.

Informative/s:

AN1) Projecting signs: Notwithstanding any consent issued under the Town and Country Planning Act, a licence issued under the provisions of Section 177 of the Highways Act 1980 is required prior to the erection of any part of the projection or overhang into or over the public highway. Further information is available via the County Council's website:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/oversail-licence-to-overhang-a-structure-on-a-public-road.aspx> or telephoning 0300 1234047

AN2) Extent of highway: Information on obtaining the extent of public highway around the site can be acquired from the County Council's website at:

www.hertfordshire.gov.uk/services/highways-roads-and-pavements/changes-to-your-road/extent-of-highways.aspx

AN3) 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 website:

<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.

AN4) Obstruction of public highway land: 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 website:

<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: 14 August 2025	