

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
26/01815/AD	Installation of 2no internally illuminated fascia signs, 7 no internally applied glazing vinyls to existing front elevation, and 1no projecting non-illuminated sign.	19 Station Road Letchworth Garden City Hertfordshire SG6 3BB

Submitted Plan Nos

TRPC001 Projecting Sign TRPC002 LED Specifications Photo Existing/Proposed Elevations Cover Letter
Location Plan

1.0 Policies

1.0 **Local and National Policy**

1.1 **National Planning Policy Framework 2026 (NPPF)**

Chapter 4 – Achieving sustainable development

Chapter 14 – Achieving well-designed places

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

Policy SP13 – Historic environment

Development Management Policies

Policy D1 – Sustainable design

Policy ECTC5 – Secondary Shopping Frontages

Letchworth Conservation Area Design Guidance 2001

2.0 **Representations**

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

2.2 **LGCHF** – None received.

3.0 **Planning Considerations**

3.1 **Site and Surroundings**

3.1.1 The site is located on the southern side of Station Road and comprises a double fronted property separated by a central doorway providing pedestrian access to units at upper floor levels.

3.1.2 The property is within the Letchworth Conservation Area and with a designated secondary shopping frontage.

3.2 **Proposal**

3.2.1 Installation of 2no internally illuminated fascia signs, 7 no internally applied glazing vinyl's to existing front elevation, and 1no projecting non-illuminated 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 proposed fascia signage would comprise a simple aluminium panel incorporating stencil-cut lettering and detailing and would be internally illuminated. Window vinyl's would be applied to the existing glazed frontage, and a single non-illuminated projecting sign would be positioned at fascia level. 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 will 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, 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.

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. AN1) 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.

AN2) 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: 9 September 2026	