

NORTH HERTFORDSHIRE DISTRICT COUNCIL

Town and Country Planning (Control of Advertisements) Regulations 1992

DECISION NOTICE

Correspondence Address:

Kiyani Architecture And Developments Ltd
33 Langdon Walk
Birmingham
B26 1EL
United Kingdom

Applicant:

Nicole

PARTICULARS OF DEVELOPMENT

Application: 25/00853/AD

Proposal: Installation of illuminated gym signage to front of property (development already carried out).

Location: Mitre Works , 1 Priory Lane, Royston, Hertfordshire, SG8 9DW

Approved Plan Nos:

PARTICULARS OF DECISION

In pursuance of its powers under the above Act and the associated Orders and Regulations, the Council hereby **REFUSE** express consent to the above display proposed by you in your application received with sufficient particulars on 26 March 2025.

The reasons for the decision to refuse consent are:

1. No.1 Priory Lane stands at the entrance to the Royston Conservation Area, west of The Priory Memorial Gardens (Important Green Space), east of The Market Hill Rooms (BLI 25) and opposite no.41 Market Hill (BLI 26) and Old Court Police Station (BLI 27). By reason of their size 11350mm x 1595mm, the 75mm built up lettering with LED Halo

illumination and with the word 'Gyms' also being a vibrant blue colour, the signage has an overtly strident and assertive presence in the streetscene adversely affecting the setting of nearby non-designated heritage assets and harming the appearance of the Royston Conservation Area. The signage fails to satisfy the provisions of Section 72(1) of the Planning (LB & CA) Act 1990 and will not accord with Section 16 of the Framework or Policy HE1 of the North Hertfordshire Local Plan 2011 - 2031. The degree of harm is considered to be low - moderate on the less than substantial harm continuum. The building is considered to have an optimum viable use and there are no public benefits to outweigh the harm identified.

Signed:



Shaun Greaves
Development and Conservation Manager

Development Management
North Hertfordshire District Council
Council Offices
Gernon Road
Letchworth
Herts
SG6 3JF

Date: 12 May 2025

The Council's Privacy Notice is available on our website: <https://www.north-herts.gov.uk/home/council-data-and-performance/data-protection/information-management-gdpr>

NOTES

- 1 **Failure to satisfy conditions may invalidate this consent and/or result in enforcement action. Particular attention should be paid to the requirements of any condition in bold.**
- 2 If you are aggrieved by this decision, you may appeal to The Planning Inspectorate, within 8 weeks of the date of receipt of this decision or, in exceptional circumstances, such longer period as the Secretary of State may agree.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

