



Sign Specialists

Our ref: Planning / 153253 / The Glasshouse - Hitchin

Your ref: PP-13172025

20th June 2024

North Herts Council

To Whom it may concern

Significance / Heritage Statement

Application for Listed Building Consent to Display an Advertisement at the premises of:
The Glasshouse (currently Pitcher & Piano)
31 Market Place
Hitchin
SG5 1DY

In arriving at the scheme, we take into consideration the style of the building, the area in which it is situated and how visible the property is, and then look at how best we can apply corporate guidelines in order to be sympathetic to the property whilst retaining the identity of our client.

Entry Name: Former Corn Exchange
Listing Date: 13th October 1988
Grade: II
Source: Historic England
Source ID: 1102132
English Heritage Legacy ID: TL1836329071
Location: 31 Market Place, Hitchin, Hertfordshire, SG5 1DY
County: Hertfordshire
Civil Parish: Non Civil Parish
Traditional County: Hertfordshire
National Grid Reference: TL1836329071



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TL 1829 SW 1/339

MARKET PLACE (West side) No 31 (Former Corn Exchange)

(Formerly listed as No 32 (Former Corn Exchange))

GV II

Corn exchange. 1853. Red brick with stucco facade; Welsh slate roofs. Corn exchange hall built to rear of offices to front. Two-storey facade in Mannerist Classical style. Two large ground-floor windows with glazing bars, are flanked by Tuscan half-columns; central door architrave, with chamfered jambs and projecting keyblock, is set in wide Tuscan pilaster; Tuscan end pilasters to carved brackets flanking plain frieze with egg-and-dart cornice. Rusticated quoin strips to moulded parapet shaped over central Venetian window with margin-light sashes; fielded infill panels. Facade crowned by elaborate timber bell cupola. Hall to rear has panelled door with decorative fanlight, and plate glass to glazed clerestorey and lantern.

Interior: stick-baluster staircase to front. Vestibule to left of hall lit by glazed dome. Hall has cast-iron columns to lattice girders and springing for wrought-iron roof of c.1895: sickle-girder trusses with semi-circular arched ribs set within upper tier of trusses to lantern. Clock to rear presented in 1853 by farmers attending market.

Listing NGR: TL1836329071

Assessment

The building is in a Grade II a listed building the listings refers to the exterior not internal signage

We are proposing to install signage on behalf of Marston's PLC there are no access routes across the site generally.

Evaluation

Given the general commercial make up of this site and building we do not for see any detrimental impact by changing the signage.



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Proposal/ Setting

The Proposal is for works proposed would generally be of a decorative nature and include signage to the front of the building. Due to the nature and design of the signage we do not envisage any detrimental impact on any area of historical interest.

Context/Significance

No change of use or external changes are proposed therefore general contextual issues would not be affected.

Consultation

No consultation has been carried out due to nature of the proposed works

Amount of impact / Development

The Unit is remaining as existing and therefore not an issue in this instance

Layout

Again the unit would generally remain as existing and therefore not an issue in this instance

Scale

Again the unit would generally remain as existing and therefore not an issue in this instance

Landscaping

Again the unit would generally remain as existing and therefore not an issue in this instance

Appearance

The unit will remain as existing apart from the addition of our new signage and therefore not an issue



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Sustainability

The Proposals are generally contained within the existing building materials and therefore be no/very limited bearing on the external environment

Accessibility

Again the unit would generally remain as existing and therefore not an issue in this instance

A 'mock' up proposal in photographic format of how the signage will look
A detailed set out and construction drawing to demonstrate methods of fixing treatment
It is felt the overall the building will be maintained as the proposals go no further than a cosmetic enhancement

Our signage proposal is:

- 1off halo illuminated fascia sign
- 1offnon illuminated house name window graphics.
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Access

The works have been carefully considered. No changes are proposed to the entrance to the property

Our client is always respectful to the surrounding area when making decisions on signage proposals. However, due to the variations in locations each council will have specific requirements to which we endeavour to meet.

We would welcome any comments you have with regard to the scheme and should you wish to discuss it further or require any additional information then please do not hesitate to contact me.

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