

Heritage & Conservation

Application consultation response

Application reference:	24/02283/ad
Site:	116 Bancroft Hitchin Hertfordshire SG5 1LS
Proposal	Installation of internally illuminated fascia sign and projection sign
Action required prior to determination:	No (see below)

Summary

There is concern regarding the illuminated box sign and the materials proposed. The proposal is not supported. Please see discussion below.

Heritage Assets

Conservation Area

Discussion

The proposal for the illuminated box signage and materials for the fascia are not supported. There is a shop design guidance (SPG12)

[SPG12 Design guide for shopfront - Hitchin Jan 1998](#)

See section for Shop Signs and Advertisement i.e. page 4-7.

The proposal seeks to change material from timber to aluminium for the fascia and stainless steel and acrylic face for the lettering.

I would suggest they retain the existing fascia style and omit the illuminated box signage if conservation is to support this application.

Heritage Policy Assessment

The Planning (Listed Building and Conservation Areas) Act 1990

Section 26H of the Planning (Listed Buildings and Conservation Areas) Act 1990 or Sections 16 (1) & 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and as supported by the aims of the NPPF.

The Local Plan and NPPF

North Hertfordshire Local Plan 2011-2031 and the policies contained within it i.e., Policy HE1. The plan was adopted November 2022.

The relevant paragraph numbers at Section 16 of the July 2021 version of the NPPF have been changed as follows:

197. In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

199. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

200. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.....

202. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

206. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3 (Second Edition) – December 2017

At para 14 under the sub-heading 'Landscape Assessment and Amenity' it states that "*Analysis of setting is different from landscape assessment. While landscapes include everything within them, the entirety of very extensive settings may not contribute equally to the significance of a heritage asset, if at all. **Careful analysis is therefore required to assess whether one heritage asset at a considerable distance from another, though intervisible with it – a church spire, for instance – is a major component of the setting, rather than just an incidental element within the wider landscape.***"

At para 17 it states (my emphasis in bold): "*All heritage assets have significance, some of which have particular significance and are designated. The contribution made by their setting to their significance also varies. **Although many settings may be enhanced by development, not all settings have the same capacity to accommodate change without harm to the significance of the heritage asset or the ability to appreciate it.** This capacity may vary between designated assets of the same grade or of the same type or according to the nature of the change. It can also depend on the location of the asset: an elevated or overlooked location; a riverbank, coastal or island location; or a location within an extensive tract of flat land may increase the sensitivity of the setting (i.e. the capacity of the setting to accommodate change without harm to the heritage asset's significance) or of views of the asset. This requires the implications of development affecting the setting of heritage assets to be considered on a case-by-case basis.*"

Conclusion

For the reasons given above it is felt that in heritage terms:

The current proposal does not respond positively to the SPG12 (Shop Front Guide for Hitchin).

The proposals would not preserve the character and/or appearance of the conservation area and therefore does not comply with section 72 (1) of the Act.

That the application does not comply with the relevant heritage policy and therefore unless there are sufficient planning reasons, it should be refused for this reason.

There are **OBJECTION/S**. The scheme will not satisfy the provisions of Sections 16(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the aims of Section 16 of the NPPF and Policy HE1 of the North Hertfordshire Local Plan 2011-2031.

From	Tricia Craggs
Date	8 January 2025