

DELEGATED FILE NOTE

CASE OFFICER: ...Andrew Hunter.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/00767/AD	Installation of externally illuminated facia signs, hanging signs and flood light and lanterns (as amended by plans received 07/01/25)	The George 33 Bucklersbury Hitchin Hertfordshire SG5 1BG

Submitted Plan Nos

Existing and Proposed Elevations Proposed Signage Dimensions Location Plan

1.0 Policies

D1	Sustainable design
HE1	Designated heritage assets
SECN12	Achieving well-designed places
SECN16	Conserve + enhance historic environment
SECN9	Promoting sustainable transport
SP13	Historic environment
T1	Assessment of transport matters
SP9	Design and Sustainability

2.0 **Relevant Site History**

- 2.1 07/01834/1AD - Retention of 5 advertisement boards displayed at first floor level – Refused 25/09/07 for:
1. The advertisements by reason of the size, position and design would have a harmful impact on the character and visual amenity of the Conservation and the rural village setting, accordingly the proposal is contrary to Policy 20 and 46 of the North Hertfordshire District Local Plan No 2 with Alterations.

3.0 **Representations**

- 3.1 **Hertfordshire County Council highways** – Does not wish to restrict the grant of permission.

- 3.2 **Conservation Consultant** – Most of the works proposed are like for like replacements which would have an acceptable impact on the character of the listed building and other designated heritage assets.

Subject to further details on G- the new lantern- being satisfactory, the proposal would not result in harm to the significance of any heritage assets, and there are no objections in heritage terms, in accordance with Chapter 16 of the NPPF and Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The site is a 2 storey pub that is Grade II* listed, and its grounds extend to the rear. The site is in Hitchin town centre, where the character of the locality is commercial. The site is in a Conservation Area, and there are numerous listed buildings nearby.

4.2 **Proposal**

- 4.2.1 The proposal is for the installation of new and replacement external signage and lighting comprising:
- ☐ Replacement fascia individual lettered sign illuminated by an external trough light.
 - ☐ A new written sign to the front of the archway entrance to the rear (not illuminated).
 - ☐ A replacement informational sign on the front elevation (not illuminated).
 - ☐ A new sign on the ground floor side wall of the rear projection (not illuminated).
 - ☐ A replacement front elevation hanging sign on the existing bracket, with new external lighting.
 - ☐ Seven new lanterns, and one new rear floodlight.
- 4.2.2 The application was submitted with parallel listed building consent application 24/01837/LBC.

4.3 **Key Issues**

- 4.3.1 The key material considerations are amenity and public safety, as set out in paragraph 136 of Section 12 of the NPPF.

Amenity

- 4.3.2 The site is in a Conservation Area and is a Grade II* listed building. The proposed signs and lighting would be primarily replacements of existing, with the new signs and lights being small additions. The proposed works would be of an acceptable quality that would be in keeping with the older and more traditional character and appearance of the pub, and would be in appropriate locations on the building and in the site.
- 4.3.3 The Conservation Consultant has not objected, which is given significant weight. The CC has referred to the specific location of lantern G having not been shown on the originally submitted plans. The applicant has since provided amended plans that shows that lantern G would essentially be a like-for-like replacement of an existing lantern in the archway, therefore this is considered acceptable as the impacts on amenity will be very similar to the existing.

- 4.3.4 The proposed signage will not harm the significance of the Conservation Area, and the setting and significance of listed buildings. The new signage and lighting will be in keeping with the character and appearance of the locality. I therefore consider the proposed signs acceptable with regards to amenity. The proposal complies with Policies D1 and HE1 of the Local Plan, and Section 12 and 16 of the NPPF.

Public safety

- 4.3.4 The signs and lighting will not obstruct public highways or be considered to detrimentally affect their operation, and overall would have similar impacts to the existing. The highways officer has not raised any concerns, which is given significant weight. The proposed signs are not considered harmful to the operation of the public highway or would result in other adverse safety impacts. Impacts on public safety from the proposal are considered acceptable. The proposal complies with Policies D1 and T1 of the Local Plan, and Sections 9 and 12 of the NPPF.

4.4 **Conclusion**

- 4.4.1 The proposed signage would have acceptable impacts on amenity and public safety.

5.0 **Recommendation**

- 5.1 That 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.

2. The projecting sign must be at a height of, but not greater than 2.3m vertically above the footpath and no less than 500 mm horizontally from the edge of the carriageway.

Reason: The above condition is required in the interests of pedestrians/highway safety and in accordance with P&MDG (Part 4 Chapter 17 Section 5.2). To comply with Policy T1 of the Local Plan.

Signed  Anne McDonald	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Determining Officer Date: 8 January 2025	