

Professional Planning Support Pack

26 High Street, Hitchin

Retrospective Advertisement Consent & Listed Building Consent

Application Summary

This application seeks retrospective consent for the existing fascia sign installed following pre-application advice received from North Hertfordshire District Council. The previous sign was removed and replaced with a simpler, non-illuminated fascia considered more sympathetic to the Listed Building and Conservation Area. The site has also been inspected under Enforcement Reference **25/00182/1ENF**.

Key Sign Details

Description	Non-illuminated fascia advertisement
Materials	Powder-coated aluminium tray fascia with applied acrylic/vinyl lettering
Colours	Dark grey background with white and red lettering
Overall fascia	Approx. 5.17 m wide × 1.06 m high
Projection	Approx. 50 mm
Clearance to underside	Approx. 2.0 m
Moving/Digital elements	None

Planning Justification

- The proposal preserves the character and appearance of the Listed Building.
- The sign is fixed within the existing fascia zone and does not project over the public highway.
- There is no illumination, animation or digital display.
- The sign functions solely as business identification.
- The design follows the advice provided during the Council's pre-application site visit.

Existing Front Elevation Photograph (PH-01)



Drawing References

- DR-01 Existing Front Elevation (retrospective)
- DR-02 Proposed Front Elevation (same as existing)
- PH-01 Existing Front Elevation Photograph
- PH-02 Side Profile Photograph