

DELEGATED FILE NOTE

CASE OFFICER: ...Vicki Wood.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01361/LBC	Installation of one internally illuminated fascia sign and one non-illuminated window graphics (development already carried out).	The Glasshouse 31 Market Place Hitchin Hertfordshire SG5 1DY

Submitted Plan Nos

Location Plan Front Elevation

1.0 Policies

1.1. **National Planning Policy Framework (2023)**

Section 16 – Conserving and enhancing the historic environment

1.2. **North Hertfordshire Local Plan (2011-2031)**

Strategic Policy

Policy SP13 Historic Environment

Development Management Policy

Policy HE1 Designated Heritage Assets

2.0 **Relevant Site History**

2.1. Advertisement Consent Application – 24/01357/AD

3.0 **Representations**

3.1. **Press and Site Notifications** – None received.

3.2. **Parish Council / Statutory Consultees:**

NHC Conservation Officer – No objection.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 No.31 Market Place is grade II listed building and a prominent landmark building that contributes positively to the character and appearance of the Hitchin Conservation Area.

4.1.2 The building is described in the list entry as:

".... 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....."

4.2 **Proposal**

- 4.2.1 The application seeks the installation of one internally illuminated fascia sign and one non-illuminated window graphics.

4.3 **Key Issues**

- 4.3.1 **The key issues for consideration is the impact that the proposed development would have on the special character, setting and significance of the listed building, and whether the proposal would preserve or enhance the character and appearance of the Hitchin Conservation Area.**

4.4 **Design and Appearance**

- 4.4.1 The building has a stone-faced frontage with an original plain frieze having had several advertisements applied over the years. It has become apparent that since my site visit the works proposed under this application have been carried out hence the change to the description of the development to include '*development already carried out*'. The specific design details involve an internally illuminated aluminium fascia with pushed through black faced lettering and one non-illuminated window graphics. Whilst no evidence has been provided to show the impact of the halo lighting to the fascia sign it is not considered to occasion harm to either the listed building's special character or to the appearance of the Hitchin Conservation Area.

4.5 **Conclusion**

- 4.5.1 The size, font type and colour of the proposed fascia sign as implemented, is of sufficient quality that it is considered that no harm will be occasioned to the listed building's special character. I, therefore, raise **NO OBJECTION** on the basis that the proposal will satisfy the provisions of Sections 16(1) (LBC only) and 72(1) (both) of the Planning (Listed Buildings and Conservation Areas) Act 1990, Section 16 of the NPPF and the aims of Policy HE1 of the North Hertfordshire Local Plan 2011-2031.

4.6 **Alternative Options**

- 4.6.1 N/A

4.7 **Pre-Commencement Conditions**

- 4.7.1 N/A

5.0 **Recommendation**

- 5.1 That listed building consent be **GRANTED** subject to the following conditions:

Signed  Anne McDonald Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 10 September 2024	