

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01357/AD	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 and Signage Details

1.0 Policies

1.0 Local and National Policy

1.1 National Planning Policy Framework 2023 (NPPF)

Section 2 – Achieving sustainable development
Section 12 – Achieving well-designed and beautiful places
Section 16 – Conserving and enhancing the historic environment

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

Strategic Policies

Policy SP1 – Sustainable Development in North Hertfordshire
Policy SP9 – Design and Sustainability
Policy SP13 – Historic environment

Development Management Policies

Policy D1 – Sustainable design
Policy HE1 – Designated heritage assets

2.0 **Relevant Site History**

- 2.1 Various signage applications, full details on case file but concurrent to this application is 24/01361/LBC - Installation of one internally illuminated fascia sign and one non-illuminated window graphics (development already carried out). Decision Pending.

3.0 **Representations**

- 3.1 N/A

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

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

4.2 **Proposal**

- 4.2.1 Installation of one internally illuminated fascia sign and one non-illuminated window graphics (development already carried out).

4.3 **Key Issues**

- 4.3.1 The key issues in the determination of this application are the amenity of the area and public safety.

Amenity

- 4.3.2 The signage would be of appropriate scale, design, and appearance. The works would not clutter the principal elevation and would not have a detrimental impact on the

character and appearance of the building or result in any significant harm to the Hitchin Conservation Area.

- 4.3.3 No objection is raised to the impact the replacement signage would have upon the amenity of the locality.

Public Safety

- 4.3.4 Given the location of the building there would not, in my view, be any harm to public safety as a result of the proposed signage.

4.4 **Conclusion**

- 4.4.1 Overall, the proposed signage is considered acceptable and, in my view, would not result in a detrimental impact upon amenity and public safety. Therefore, advertisement consent should be granted.

4.5 **Alternative Options**

- 4.5.1 N/A

5.0 **Recommendation**

- 5.1 That Advertisement 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.

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