



FAO: Planning Department,
North Herts Council

Ref: 24/01837/LBC
Date: 25/10/2024

BUILT HERITAGE ADVICE

Dear Sir / Madam,

RE: The George, 33 Bucklersbury Hitchin Hertfordshire SG5 1BG

Built Heritage Advice pertaining to an application for:

Replacement of existing external signage with illuminated and non-illuminated signs to front and side elevations. External redecoration.

The George is a Grade II* listed building as part of 33 and 34 Bucklersbury, part of the historic centre of Hitchin, it dates partly to the fifteenth and sixteenth centuries and has a partly timber construction. It is located within the Hitchin Conservation Area and is currently in use as a public house.

The works proposed are:

Sign A - new set of individual house name letters with new trough light to illuminate.

Sign B - new set of signwriting to the archway entrance. A new addition to the scheme and to advertise the courtyard area through the archway.

Sign C - new amenity board with scumble backboard and vinyl detailing.

Sign D - new amenity board with scumble backboard and vinyl detailing.

Sign E - new double-sided pictorial with scumble backboard and vinyl detailing to existing bracket.

Sign F is six new half lanterns. One to the front elevation and five to the side elevation.

Sign G is a new lantern to the archway. This light will provide safe illumination to entrance doorways to provide a safe passage for customers as they enter and leave the premises.

Sign H is one new LED floodlights to the rear of the property.

All the proposed works aside from B- archway signage and G- new lantern to archway are like for like replacements.



The archway signage is appropriate in terms of design and siting, subject to appropriate materials, i.e., to be in a matt rather than a gloss, artificial appearing finish.

G- the new lantern to the archway is acceptable in principle, but the exact location should be indicated on a plan/elevation or photograph and a more detailed image of the lantern i.e. photograph should be provided as part of the application to ensure the location and details are appropriate.

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.

Yours sincerely,

David Buckley BA (Hons) MA MRTPI IHBC
Historic Environment Team
Place Services

Note: This letter is advisory and should only be considered as the opinion formed by specialist staff in relation to this particular matter