

DELEGATED FILE NOTE

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

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/02283/AD	Advertisement Consent is sought for the installation of individual lettering to existing timber fascia sign with trough light to provide external illumination and a hanging sign also with trough lights to provide external illumination (as amended by plans received on 14/01/2025).	116 Bancroft Hitchin Hertfordshire SG5 1LS

Submitted Plan Nos

Hitchin 4267 Rev 3 Location Plan NS-4267-FS01 Proposed Ground Floor and First Floor Plans

1.0 Policies

1.1 **National Planning Policy Framework**

Section 12 – Achieving well-designed places

Section 16 – Conserving and enhancing the historic environment

1.2 **North Hertfordshire Local Plan 2011-2031**

Policy SP14 – Historic environment

Policy HE1 – Designated heritage assets

1.3 **Supplementary Design Guidance (SPG12 – Hitchin)**

NHC Design Guide for a shopfront

2.0 **Relevant Site History**

- 2.1 23/01442/AD - Installation of two internally illuminated fascia signs and one Internally illuminated projecting sign. Conditional Consent.

3.0 **Representations**

3.1 **Parish Council / Statutory Consultees:**

HCC Highways – No objection but to include Informatives.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 No.116 Bancroft is currently an empty retail unit, absent of any signage and is located on the east side of Bancroft, a prominent shopping area covered by an Article 4 Direction Order and within the Hitchin Conservation Area.

- 4.1.2 There is a mix of signage types in the area, however this short stretch of retail units is largely devoid of internally illuminated signage, the only exception being no.120 Bancroft, a corner property with its frontage to Bancroft and its flank elevation to Portmill Lane.

4.2 **Proposal**

- 4.2.1 The original submission has been amended to read: Advertisement Consent is sought for the installation of individual lettering to existing timber fascia sign with trough light to

provide external illumination and a hanging sign also with trough lights to provide external illumination (as amended by plans received on 14/01/2025).

- 4.2.2 The existing timber fascia board would remain in situ and painted a dark green colour. The fascia would then see individual aluminium lettering added each with white acrylic facing with the exception of the ‘&’ symbol which would be in a light green colour. External illumination would be provided by way of a trough light at the top of the fascia board. A hanging sign is also proposed this would be a circular dark green aluminium sign with vinyl lettering applied in matching colours as to those of the fascia board. External illumination would be provided by way of trough lights above the sign to either side. The colours would match the general branding of the store.

4.3 **Key Issues**

- 4.3.1 The key issues in the determination of this application are the amenity of the area, the impact upon the Conservation Area, and public safety.

Design, Appearance, and Impact on the Conservation Area:

- 4.3.2 Within a Conservation Area, the Council has a duty to pay special attention to the desirability of preserving or enhancing the character or appearance of that area, in accordance with Section 72 of the Listed Building and Conservation Areas Act (1990). Furthermore, Section 16 of the National Planning Policy Framework (NPPF) sets out guidance relating to sustaining and enhancing heritage assets.
- 4.3.3 When considering the impact of proposed development on the significance of a designated heritage asset (such as a Conservation Area), the NPPF notes that great weight should be given to the asset's conservation; the more important the asset, the greater the weight should be.
- 4.3.4 The proposed signage would be of appropriate design, scale, materials, and appearance that would not result in unacceptable harm to the appearance of the application building or to the significance of the Hitchin Conservation Area. The development would therefore be in compliance with both local and national planning policies.

Public Safety:

- 4.3.5 Following consultation with Hertfordshire Highways, it is considered that the signage has no unacceptable impact upon public safety. Highways have been consulted on the potential impacts to road users and came to the view that there are no unacceptable impacts to highway users.

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, the character or appearance of the Conservation Area, 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.

Informative/s:

1. AN1) Storage of materials: The applicant is advised that the storage of materials associated with the construction of this development should be provided within the site on land which is not public highway, and the use of such areas must not interfere with the public highway. If this is not possible, authorisation should be sought from the Highway Authority before construction works commence.
Further information is available via the County Council website at:
<https://www.hertfordshire.gov.uk/services/highways-roads-and-pavements/business-and-developer-information/business-licences/business-licences.aspx> or by telephoning 0300 1234047.
- AN2) Obstruction of highway: It is an offence under section 137 of the Highways Act 1980 for any person, without lawful authority or excuse, in any way to wilfully obstruct the free passage along a highway or public right of way. If this development is likely to result in the public highway or public right of way network becoming routinely blocked (fully or partly) the applicant must contact the

Highway Authority to obtain their permission and requirements before construction works commence.

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Signed  Anne McDonald Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 16 January 2025	