DELEGATED FILE NOTE

CASE OFFICER: ...Anne McDonald.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/01051/AD	Retention of fascia sign of white upper case letters on a blue painted background. Existing lighting to be retained and unaltered.	41 High Street Baldock Hertfordshire SG7 6BG

Submitted Plan Nos

Image

1.0 Policies

SECN16	Conserve + enhance historic environment

2.0 **Site History**

2.1 There is a fairly reasonable site history for the property. Of relevance is application 18/00979/LBC which is the associated listed building application for these works.

3.0 **Representations**

3.1 The application was advertised with site and press notices. No local / neighbour responses have been received.

- Hertfordshire Highways – does not wish to restrict the grant of planning permission.
- NHDC Conservation – detailed comments are under the associated Listed Building application. No objection.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The application site is a two storey, white painted rendered with plain clay tile roof, mid-terrace property with a commercial unit at ground floor level, which fronts onto the rear of the pavement within the High Street. The property is Grade II Listed. There are photos in Anite.

4.2 **Proposal**

4.2.1 The application is seeking retrospective advertisement consent for the erection of a fascia sign with external lighting.

4.3 **Key Issues**

- I have no objection to this application.
- The Conservation Officer has concluded that the works are unobjectionable. He raised no objection to the colour or style of the sign, that can be easily removed from the building without causing damage to the listed building. He also states that the external lighting, with one wider light, is an improvement in comparison to the previous five individual downward floodlights.
- The sign is similar to other signs within the High Street and is not contrary or harmful to the character of the street scene or Conservation Area.

4.4 **Conclusion**

4.4.1 No objection. The sign does not harm either the character or context of the Conservation Area or the setting or fabric of the listed building. The application is therefore considered to comply with the requirements of the NPPF2. As the works exist on site, grant unconditional advertisement consent.

5.0 **Recommendation**

5.1 Grant UNCONDITIONAL advertisement consent.

Proactive Statement:

Planning permission has been granted for this proposal. Discussion with the applicant to seek an acceptable solution was not necessary in this instance. The Council has therefore acted proactively in line with the requirements of the Framework (paragraphs 186 and 187) and in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 18 September 2018	