

Heritage Statement – Advertisement Consent

Application: Advertisement Consent

Site: Vodafone, 13 High Street, Hitchin, SG5 1AT

1. Introduction

This Heritage Statement has been prepared in support of an application for Advertisement Consent for the replacement of sign panels to an existing projecting sign at Vodafone, 13 High Street, Hitchin. The proposal retains the existing sign structure, dimensions, fixing points and position, with works limited to the replacement of sign faces only. The proposal therefore represents a minor and low-impact form of development.

2. Site and Heritage Context

The application site is located on High Street within Hitchin town centre and lies within the Hitchin Conservation Area. High Street is characterised by historic commercial frontages that form a cohesive and sensitive streetscape, contributing positively to the character and appearance of the town centre.

3. Description of the Proposal

The proposal comprises the replacement of panels within an existing projecting sign. The sign will retain its existing dimensions of 650mm x 500mm, along with its current position, projection and method of fixing. No new fixings, structural alterations or changes to illumination are proposed, with the works limited solely to panel replacement.

4. Heritage Impact Assessment

The proposed works will result in no harm to the character or appearance of the Hitchin Conservation Area. By retaining the existing sign structure and limiting the scope of works to like-for-like panel replacement only, there will be no impact on historic fabric or architectural detailing. The signage remains appropriate in scale, siting and appearance within the established streetscape.

5. Listed Building and Consent Considerations

The works comprise a minor and reversible alteration to existing signage only. The size, position, projection and fixing method of the sign remain unchanged, and no historic fabric will be removed, altered or obscured. The proposal therefore preserves the special architectural and historic interest of the host building and surrounding Conservation Area.

6. Policy and Guidance

The proposal has been assessed in line with the Town and Country Planning (Control of Advertisements) Regulations 2007 and relevant local planning policy. Local guidance supports restrained and well-designed signage in Conservation Areas, particularly where proposals relate to the replacement of existing signage. The proposal accords with national and local heritage policy.

7. Conclusion

The replacement of the existing projecting sign panels represents a modest, sympathetic and reversible form of development. The proposal preserves the character and appearance of the Hitchin Conservation Area and is considered acceptable in heritage and planning terms.

Appendix – Referenced Drawings

- Sheet 1 of 4 – Block Plan (Drawing No. 30967_1-BB-R00)
- Sheet 2 of 4 – Location Plan (Drawing No. 30967_1-BB-R00)
- Sheet 3 of 4 – Existing Elevation (Drawing No. 30967_1-BB-R00)
- Sheet 4 of 4 – Proposed Elevation – Replacement Panels Only (Drawing No. 30967_1-BB-R00)