DELEGATED FILE NOTE

CASE OFFICER: …Anne McDonald……

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/00979/LBC	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
Location plan Visual

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 18/01051/AD which is the associated advertisement consent for these works.

3.0 **Representations**

3.1 Conservation Officer – no objection.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1 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**

4.3.1 The Conservation Officer concludes:

"The signage can be removed without occasioning harm to the listed building and the colour scheme is not overly strident. Whilst a reduction in the length of the sign would be an improvement, on balance, it is considered that the existing sign and external lighting scheme does not harm the listed building's special character or harm the character or appearance of the Baldock Conservation Area. I, therefore, raise ***NO OBJECTION*** *on the basis that the existing sign satisfies the provisions of Sections 16 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and as supported by the aims of Section 16 of the Revised NPPF and Policy HE1 of the North Hertfordshire Local Plan 2011 - 2031 (Proposed Submission, October 2016").*

4.4 **Conclusion**

4.4.1 The work are not considered harm the setting or fabric of the Listed Building. Grant unconditional Listed Building Consent.

5.0 **Recommendation**

5.1 Grant unconditional Listed Building Consent.

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