

DELEGATED FILE NOTE

CASE OFFICER: ...Melissa Tyler.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
24/01342/FP	Installation of No.2 information screens to replace existing card holders adjacent to entrance doors	Broadway Cinema Eastcheap Letchworth Garden City Hertfordshire SG6 3DD

Submitted Plan Nos

Proposed Digital Screens Rev 1 Existing Elevations Rev 1

1.0 Policies

D1 Sustainable design

D3	Protecting living conditions
HE1	Designated heritage assets
SECN12	Achieving well-designed places
SECN16	Conserve + enhance historic environment

2.0 **Site History**

2.1 Extensive planning history

3.0 **Representations**

3.1 North Herts Conservation Officer – No objection

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The application site occupies a prominent position in the town centre with frontages to both Eastcheap and Gernon Road. The building currently has signage on both flanks with poster boards.

4.1.2 The site is located within the Letchworth Conservation Area.

4.2 **Proposal**

4.2.1 Planning permission is sought for the installation of No.2 information screens to replace existing card holders adjacent to entrance doors

4.3 **Key Issues**

4.3.1 The key issue relates to the appearance of the proposed signs in this part of the Letchworth and impact upon the street scene. The site is in the town centre and a prominent building which makes a contribution to this part of the Conservation Area. The following comments have been received via consultation with the Councils Conservation Officer

“The proposed signs will replace existing placeholders on either side of the front entrance and from the details submitted in the supporting statement will be easily removed without any damage to the fabric.

“The signs are considered to be sympathetic and will not detract from the character of the conservation area and no objections are raised.”

- 4.3.2 The proposals have in the main replaced/update existing notice board signage. In this instance, I am of the view that due to the nature of these signs, and in light of those they replace, that they are acceptable here. Consequently the proposed signage, would not adversely affect the visual amenities of this part of the Letchworth town centre, the conservation area in general or materially impinge on highway safety in my view.

Biodiversity Net Gain

- 4.3.3 This development is not subject to the statutory Biodiversity Gain Plan because it is considered exempt under the statutory exemptions.

4.4 Conclusion

- 4.4.1 The proposals would preserve the character and appearance of the conservation area and therefore complies with section 72 (1) of the Act.

The scheme will satisfy the provisions of Sections 16/1 and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the aims of Section 16 of the NPPF and Policy HE1 of the North Hertfordshire Local Plan 2011-2031.

5.0 Recommendation

- 5.1 That planning permission be **GRANTED** subject to the following conditions:

2. The development hereby permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

3. The development hereby permitted shall be carried out wholly in accordance with the details specified in the application and supporting approved documents and plans listed above.

Reason: To ensure the development is carried out in accordance with details which form the basis of this grant of permission.

Biodiversity Net Gain

This development is not subject to the statutory Biodiversity Gain Plan condition because it is considered exempt under the statutory exemptions (<https://www.gov.uk/guidance/biodiversity-net-gain-exempt-developments>) or transitional arrangements in respect of the biodiversity gain condition.

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 (paragraph 38) and in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

Informative/s:

1. The national advertisement regulations control the display of advertisements and signs. This permission may not supersede any potential requirement for advertisement consent. If you intend to display an outdoor advertisement or sign, you may need to apply for advertisement consent. More information can be found here <https://www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers>

Signed  Sam Dicocco Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 19 August 2024	