DELEGATED FILE NOTE

CASE OFFICER: ...Ben Glover.....

APPLICATION REFERENCE	BRIEF DESCRIPTION OF DEVELOPMENT	APPLICATION SITE
18/00372/LBC	Installation of illuminated and non-illuminated external signage	The George 33 Bucklersbury Hitchin Hertfordshire SG5 1BG

Submitted Plan Nos

Loc Plan Proposed signage dated 23.04.18

1.0 Policies

1.0 **Policies**

1.1 National Planning Policy Framework

Section 12 – Conserving and enhancing the historic environment.

2.0 **Site History**

2.1 10/02361/1LB & 10/02262/1AD – Replacement externally illuminated projecting sign; externally illuminated (trough light) individual, fixed locator letters; two spotlights above ground floor windows; one bullnose amenity board; sign written text above archway (as amended by plans received 1st November 2010) – Granted Conditional Consent on 09/11/2010.

3.0 **Representations**

3.1 **Site Notice:**

Start Date: 01/03/2018 Expiry Date: 22/03/2018

3.2 **Press Notice:**

Start Date: 01/03/2018 Expiry Date: 22/03/2018

3.3 **Neighbouring Notifications:**

N/A

3.4 **Parish Council / Statutory Consultees:**

Conservation Officer – No objection following amendments submitted on 26/04/2018.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

4.1.1 The George, No. 33 Bucklersbury is a Grade I Listed Building situated on the west side of Bucklersbury within the Hitchin Conservation Area. The property is used as a public house.

4.2 **Proposal**

4.2.1 Consent is sought for the installation of illuminated and non-illuminated external signage. The proposal also includes the placement of six new half lanterns to the front and side elevations.

- Sign A: 1x new set of 20mm Perspex letters, illuminated by through light, 3.48m x 400mm.

- Sign B: 1x new set of signwriting, 2.4m x 134mm.
- Sign C: 1x new timber effect double sided pictoral to existing bracket, new viynal housename and illuminated by linolites, 900mm x 1100mm.
- Sign D: 1x new timber effect amenity board with signwritten text, 1m x 1.4m.
- Sign F: 2x new A2 poster cases with vinyl texts to background, 488mm x 664mm.

4.3 **Key Issues**

4.3.1 The key issues for consideration are the impact the advertisements would have on the character and appearance on the grade II listed building and the Hitchin Conservation Area.

4.3.2 The Conservation officer considers that the proposed works would not impact on the listed building or conservation area to merit an objection. The Conservation officer raises no objections to the signage proposals.

4.4 **Conclusion**

4.4.1 The proposals are acceptable in listed building terms.

5.0 **Recommendation**

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

1. The work to which this consent relates shall be begun by not later than the expiration of the period of 3 years from the date of this notice. Reason: To comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

Signed  Simon Ellis Determining Officer	Development Management North Hertfordshire District Council Council Offices Gernon Road Letchworth Herts SG6 3JF
Date: 27 April 2018	