

**4/01587/17/ADV - INSTALLATION OF INFORMATION SIGNAGE TO CEMETERY ENTRANCES.
THE CEMETERY, RECTORY LANE, BERKHAMSTED.
APPLICANT: FRIENDS OF ST PETER.**

[Case Officer - Fiona Bogle]

Summary

The application is recommended for approval.

The proposed totem style signs are considered a positive contribution to the overall improvement/upgrade works to the cemetery. The signs would not harm the living conditions of surrounding units, nor would they adversely affect the character of the conservation area, nor affect the locally listed buildings and surrounding street scenes. The signs would not impact on highway safety. Accordingly, the proposal accords with policies CS11 and CS12 of the Core Strategy (2013), saved policy 120 of the Local Plan (1991), the NPPF (2013) and the Supplementary Guidance for Advertisements (2004).

Site Description

The application site comprises the Rectory Lane Cemetery which is located between Rectory Lane and Three Close Lane to the South of High Street Berkhamsted behind the Rex Cinema and extends in a southerly direction along Three Close Lane where the land rises to the Hilltop Road Estate. A stepped public right of way runs from the bend in Three Close Lane to the south east corner of the site and continues westwards to Chesham Road. The Berkhamsted Conservation area boundary defines the elongated southern section of the cemetery and the northern section falls within an Area of Archaeological significance. The cemetery gates/entrance walls at Rectory Lane are locally listed buildings as is the memorial arch centrally located and the Sextons Hut adjacent to the Three Close Lane entrance. A Tree Preservation Order also covers trees within the verge on Rectory Lane adjacent to the west boundary of the site.

Background

The Rectory Lane Cemetery is under going repair and upgrading as part of a wider national lottery funded project, the aims of which are to make the cemetery more accessible and safer for the public, whilst improving its visual amenity and appeal. The project is being carried out under the aegis of the Friends of St Peters, Berkhamsted, a charity set up in 2013 with the aim to care, maintain and enhance one of the finest medieval churches in Hertfordshire and the churchyards that belong to it.

The Friends of St. Peters have received initial support from the Heritage Lottery Fund (HLF) and the Big Lottery Fund (BIG) for the project. The aim is to restore the town's burial ground and enhance this previously neglected place into an open space in the heart of the town, by conserving the historic fabric and monuments and improving access, facilities and interpretation through some carefully devised interventions to become a sustainable community asset. The project aims to carry out essential conservation work on memorials, pathways, seating and walls, improving access and interpretation on site and enriching wildlife and new signage.

Proposal

This proposal is for advertisement consent but should be considered in conjunction with and in the context of the current planning application 4/01586/17/MFA.

Advertisement consent is sought for the erection of two totem pole welcome information boards to be erected within the entrances to the site, one at Rectory Lane and one at Three Close Lane:

Location: There will be a single monolith sign at each entrance (Rectory Lane and Three Close Lane)

Size: 2800 x 560mm

Material: Powder Coated Aluminium

Colour: Interpon Bronze D2525-YW283F Matt or similar

Wording

Colour: White

Font: Museo Sans Condensed or similar

Text: Rectory Lane Cemetery

Map: Cut-out Map of Cemetery Site on front steel panel

Referral to Committee

The application is referred to the Development Control Committee as the applicant is an employee of Dacorum Borough Council.

Policies

National Policy Guidance

National Planning Policy Framework (NPPF)

National Planning Policy Guidance (NPPG)

Adopted Core Strategy

NP1 - Supporting Development

CS12 - Quality of Site Design

Saved Policies of the Dacorum Borough Local Plan

Policy 112 - Advertisements

Policy 120 - Development in Conservation Areas

Advice Notes and Appraisals

Conservation Area Character Appraisal for Berkhamsted.

Summary of Representations

Berkhamsted Town Council

No objection

Hertfordshire County Council Highways

Does not wish to restrict the grant of permission subject to the following conditions:

CONDITIONS

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in PLG05 The Brightness of Illuminated Advertisements (2015).

Reason: To avoid undue distraction to road users in the interest of road safety

COMMENTS

This application is for The introduction of information signage inside of both Cemetery entrances, off Rectory Lane near the brick gate piers and through the sheppards gate off Three Close Lane.

It includes the installation of architectural lighting at the Rectory Lane Entrance.

Rectory lane and Three Close Lane are both unclassified local access roads.

Conservation and Design

I have looked at the application for new signage at Rectory Lane Cemetery, Berkhamsted and am entirely supportive of the scheme and the provision of 2 new totem signs. The 3 D visual provided is helpful however the dimensions of the sign, its material finish (including to the sides and rear) has not been detailed.

Could the applicants please provide a scale drawing of the proposed totem sign(s).

Further Comments

Comments awaited

Constraints

Locally Listed Building, Conservation Area, Area Archaeological Significance, Open land.

Key Considerations

In consideration of proposals for advertisement consent only the impact on highways safety and on visual amenity are of relevance. Assessment of the proposals against these two aspects are taken in turn.

1. The impact on highway safety

Saved Policy 56 of the Dacorum Local Plan states that advertisement displays must be appropriate to the site location and should not distract highway users.

Hertfordshire County Council as Highway Authority have been consulted and have raised no objection to the proposal. A condition is suggested with regard to illumination, however there is to be no illumination of the signs. The uplighters are only to express the gateways, memorial arch and foundation stone within the cemetery site.

2. The impact on the visual amenity of the area

In consideration of the proposal on the visual amenity of the area it is necessary to consider such in the context of its setting within the Conservation Area, the impact on the character and appearance of the locally listed buildings as well as the respective street scenes and amenity of neighbouring properties.

Saved appendix 7 of the Dacorum Local Plan (1991), policies CS11 and CS12 of the Core Strategy (2013) and the NPPF (2012) all seek to ensure that any new development/alteration respects or improves the character of the surrounding area, adjacent properties in terms of scale, massing, materials, layout, bulk and height. Furthermore, saved policy 112 of the Local Plan (1991) and Supplementary Planning Guidance for Advertisements (2004) states that advertisements should be sympathetic in size, appearance, design and position to the site on

which it is displayed and saved Policy 120 (Development in Conservation Areas) requires a high standard of advertisement design. Furthermore, Paragraph 67 of the Framework states that poorly placed advertisements can have a negative impact upon the appearance of the built and natural environment.

The proposed signs are of simple totem style design measuring 2.8m x 0.56m. They will be similar to the monoliths erected for the Water Gardens Project in Hemel Hempstead. The location, scale and form are sensitive to the setting and will serve to improve the visual appearance at both entrances to the site.

The NPPF outlines the importance of planning in securing good standards of amenity for existing and future occupiers of land and buildings. Policy CS12 of the Core Strategy (2013) seeks to ensure that new development does not result in detrimental impact on neighbouring properties and their amenity space.

The advertisement signs would be located within the existing cemetery site and therefore would not be directly located adjacent to any residential properties, resulting in no adverse impacts.

Accordingly it is considered the signs would not harm the living conditions of surrounding units, nor would adversely affect the character of the conservation area. The signs are seen as a positive contribution to the overall improvement/upgrade works to the cemetery. As such, the proposal complies with the above mentioned local and national policy.

Overall, it is considered that the proposed advertisement signs would not harm the character and appearance of the locally listed buildings, surrounding street scene and conservation area. As such, the proposal accords with policies CS11 and CS12 of the Core Strategy (2013), saved policy 120 of the Local Plan (1991), the NPPF (2013) and the Supplementary Guidance for Advertisements (2004).

RECOMMENDATION - that Advertisement Consent is **GRANTED** subject to the following conditions:

1. This consent is granted for a period of five years commencing on the date of this notice.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. No advertisement shall be sited or displayed so as to: -

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);**
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or**

- (c) **hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.**

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4. Any advertisement displayed, and any site used for the display of advertisement, shall be maintained in a condition that does not impair the visual amenity of the site.**

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations (England) 2007.

- 5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.**

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations (England) 2007.

- 6. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.**

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations (England) 2007.