

**4/02542/17/ADV - TWO POSTER PANEL DISPLAYS.  
ACORN PHARMACY, 256 HIGH STREET, BERKHAMSTED, HP4 1AQ.  
APPLICANT: Acorn Pharmacy.**

---

[Case Officer - Amy Harman]

### **Summary**

The two proposed advertisement panels which would be located to the rear of Acorn Pharmacy, 256 Berkhamsted High Street would not result in a detrimental affect to the visual appearance of the surrounding street scene, conservation area or the safety and operation of the highway and passing pedestrians. Thus, the proposal adheres with Policies CS11, CS12 and CS27 of the Core Strategy (2013), Saved Policies 112 and 120 of the Local Plan (2004), the National Planning Policy Framework (NPPF) (2013) and the Supplementary Guidance for Advertisements (2004).

### **Site Description**

The application site is located to the northern side of Berkhamsted High Street. The existing building is of 2 storeys and constructed in brick with a slate roof. The structure would appear to have a 19<sup>th</sup> century core however the shopfront is part of a more modern extension to the street frontage. It is of a single storey and constructed in brick with a flat roof. The building is not noted as being of local interest within the conservation area appraisal document.

### **Proposal**

Two Poster Panel Displays

### **Referral to Committee**

The application is referred to the Development Control Committee due to the contrary views of Berkhamsted Town Council.

### **Planning History**

4/00572/00/FUL CHANGE OF USE OF FIRST FLOOR FLAT FROM DWELLING TO  
ANCILLARY OFFICES/ CONSULTANCY  
Granted  
17/05/2000

4/00255/99/DRC DETAILS OF EXTERNAL AND CAR PARKING MATERIALS AS  
REQUIRED BY CONDITION 2 AND 4 OF PLANNING PERMISSION  
4/0642/98 (NEW SHOP FRONT, SINGLE STOREY REAR EXTENSION  
AND INTERNAL ALTERATIONS)  
Granted  
08/04/1999

4/00164/99/DRC SUBMISSION OF DETAILS OF ARCHAEOLOGICAL INVESTIGATION  
REQUIRED BY CONDITION 5 OF PLANNING PERMISSION 4/0642/98  
(NEW SHOP FRONT, REAR EXTENSION AND INTERNAL  
ALTERATIONS)  
Granted  
09/05/2003

4/01837/98/4 SUBMISSION OF ARCHAEOLOGICAL INVESTIGATION PURSUANT TO  
CONDITION 5 OF PLANNING PERMISSION 4/642/98 (NEW SHOP  
FRONT, REAR EXTENSION & INTERNAL ALTERATIONS)  
Granted  
09/12/1998

4/00642/98/FUL NEW SHOP FRONT, SINGLE STOREY REAR EXTENSION AND  
INTERNAL ALTERATIONS.  
Granted  
25/08/1998

## **Policies**

### National Policy Guidance

National Planning Policy Framework (NPPF)

### Adopted Core Strategy (2013)

CS11 - Quality of Neighbourhood Design  
CS12 - Quality of Site Design  
CS27 - Quality of the Historic Environment

### Saved Policies of the Dacorum Borough Local Plan (1991)

Policy 112 - Advertisements  
Policy 120 - Development in Conservation Areas  
Appendix 3 - Gardens and Amenity Space

### Supplementary Planning Guidance (2004)

Supplementary Guidance for Advertisements

## **Summary of Representations**

### Berkhamsted Town Council

Objection

The panels are visually intrusive, of an excessive size and are inappropriate in the Conservation Area.

P120

### Conservation and Design

The signage has been erected and in position. It is to the rear on a later single storey extension of lesser interest of the above and faces towards the car park/ Waitrose super market. This rear elevation appears to be a render painted a dark grey colour. When compared to the adjacent rear extension there is a more pronounced set back from the road which limits views of the signs. It is however noted that it is seen on the pedestrian route between Waitrose and the

High Street. The proposals would have a minor impact upon the character of the conservation area. However given the setback, grey finish of the render and a lesser detrimental impact on the character of the rear elevation of the extension we believe that the harm caused would be at a low level. As such although not ideal we do not believe that it would cause such detrimental harm to the character of the building and conservation area that we would recommend refusal.

### Hertfordshire Highways

Notice is given under article 18 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 that the Hertfordshire County Council as Highway Authority does not wish to restrict the grant of permission.

This application is for Two poster panel displays, on the rear of the property, all within the curtilage of the applicant.

No Highway Implications.

### BCA's Townscape Group

I write as representative of the BCA's Townscape Group, of which I am Chairman. The Group objects to these advertisements, placed in the heart of the Berkhamsted Conservation Area, on the grounds of excessive size and visual intrusion. The large photographs make them inappropriate for the CA. Simple and smaller signage without photos but conveying the same messages, about opening hours and affiliation, would be appropriate.

### Response to Neighbour Notification / Site Notice

None

### **Constraints**

Established residential area of Berkhamsted

- Berkhamsted Conservation Area

### **Key Considerations**

The main issues of relevance to the consideration of this application relate to the impact of the proposed advertisements upon the character and appearance of the street scene and conservation area, in addition to highway and pedestrian safety.

### Effect on Appearance of Existing Building and Conservation Area

Saved appendix 7 of the Dacorum Local Plan (2004), 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 and adjacent properties in terms of scale, massing, materials, layout, bulk and height. Paragraph 64 of the NPPF states that permission should be refused for developments of poor design which fail to improve the character and quality of an area. Policies CS27 of the Core Strategy (2013) and saved Policy 120 of the Dacorum Local Plan (2004) reinforce this, in addition to stating that great weight should be given to the conservation of designated heritage assets in considering the impact of proposed developments within a conservation area.

Furthermore, saved Policy 112 of the Local Plan (2004) and supplementary planning guidance

for Advertisements (2004) states that advertisements should be sympathetic in size, appearance, design and position to site on which it is displayed.

The proposed advertisement signs would not impact the appearance of the property in terms of being of a size and design on the rear of the building.

The proposed design and scale ( 2 metres in height, 4 metres in width) with no projection, sitting 1.50 meters above ground are not considered to be overly intrusive given the location. As such, the proposed advertisements would not result in a visually prominent feature when considered in conjunction with the scale and nature of the host building and the context of the site.

The DBC conservation officer was also consulted on the proposal and raised no objection to the two proposed poster panels in this location.

There is no proposed illumination.

Therefore, it is considered that the proposed advertisement signs would not impact upon the character and appearance of the Berkhamsted conservation area or existing building. The proposal is therefore in accordance with saved appendices 3 and 7 and Policy 120 of the Dacorum Local Plan (2004), Policies CS11, CS12 and CS27 of the Core Strategy (2013), the NPPF (2012) and Supplementary Guidance for Advertisements (2004).

#### Effect on Amenity of Neighbours

The NPPF outlines the importance of planning in securing good standards of amenity for existing and future occupiers of land and buildings. Saved Appendix 3 of the Local Plan (2004) and Policy CS12 of the Core Strategy (2013), seek to ensure that new development does not result in detrimental impact on neighbouring properties and their amenity space.

The application site is located to the rear of Berkhamsted High Street with no residential properties immediately adjacent or above the premise. As such, the proposed advertisement signs are not considered to impact upon the residential amenity of adjacent neighbours.

#### Impact on Highway and Pedestrian Safety

Saved Policy 56 of the Local Plan (2004) states that the illumination of advertisement displays must be appropriate to the site location and should not distract highway users. Hertfordshire Highways were subsequently consulted on the proposed advertisement signs in this regard and raised no objections subject to the advised conditions and informatives.

### **Conclusions**

RECOMMENDATION – That advertisement consent be **GRANTED** for the reasons referred to above.

RECOMMENDATION - That planning permission be **GRANTED** for the reasons referred to above and subject to the following conditions:

1 **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.