

4/03795/15/ADV - NON-ILLUMINATED ADVERTISING SIGN..
ABBOTS HILL SCHOOL, BUNKERS LANE, HEMEL HEMPSTEAD, HP3 8RP.
APPLICANT: Abbot's Hill School.

[Case Officer - Jason Seed]

Summary

The application seeks advertising consent for a single advertisement to be located close to Abbots Hill School, Hemel Hempstead. The application is considered acceptable in terms of amenity and highway safety and therefore complies with Policy CS12 of the Core strategy and Saved Policy 112 of the DBLP.

Site Description

The application site is located to the east of Lower Road, Hemel Hempstead. The site is subject to the following planning designations: Area of Special Control for Adverts, Site of Special Scientific Interest, Oil Pipe Buffer, Green Belt, Other Wildlife Ecology Area, Tree Preservation Order.

Proposal

The application proposes a single sign to be mounted adjacent to an existing timber fence.

Referral to Committee

The application is referred to the Development Control Committee due to the contrary views of Nash Mills Parish Council who have objected to the application.

Relevant Planning History

None

Policies

National Policy Guidance

National Planning Policy Framework (NPPF)
National Planning Policy Guidance (NPPG)

Adopted Core Strategy

NP1 - Supporting Development
CS5 - The Green Belt
CS12 - Quality of Site Design

Saved Policies of the Dacorum Borough Local Plan (DBLP)

Policy 99 - Preservation of Trees, Hedgerows and Woodlands
Policy 102 - Site of Importance to Nature Conservation
Policy 112 - Advertisements

Summary of Representations

Nash Mills Parish Council - Considers that there is already considerable signage sited at Abbots Hill School. They feel that this may set a precedent for other businesses, schools within the area.

Trees and Woodlands - No comments received

Highway Authority - No objection (subject to conditions)

Considerations

Policy and Principle

Saved Policy 112 of the DBLP states that express consent to display an advertisement other than within a conservation area will be given provided the advertisement:

- (a) is sympathetic in size, appearance, design and position to the building or site on which it is displayed;
- (b) is not unduly prominent;
- (c) does not detract from the amenity and character of the surrounding area; and
- (d) does not adversely affect highway and public safety.

The policy further states that the cumulative effect of advertisements on their surroundings will also be taken into account.

It is considered that the proposed advertisement is of modest dimensions and is comparable to others that are positioned within the local area, including the access to the school on Lower Road and as such, it is not considered that that the proposed sign is unsympathetic to the surrounding area. Whilst the sign is positioned to be noticed, it is not considered unduly prominent and does not detract from the amenity or character of the area.

The Highways Authority have been consulted on the application and do not object to the proposal, subject to a condition requiring the sign to be finished in non-reflective material to avoid undue distraction to motorists.

Finally, it was noted during the Officer's site visit that a number of other advertisements are evident within the local area although many of these are temporary and it is anticipated that they will not be permanent fixtures. As such, it is considered that the proposed sign will not contribute towards an unacceptable cumulative effect.

It is therefore considered that the proposal complies with Policy 112 and the principle of the proposal is acceptable.

Impact on Trees and Landscaping

Whilst the site is covered by a Tree Preservation Order, the erection of the proposed signage will not result in the loss or harm of any trees or landscaping.

Impact on Neighbours

The sign is located as such that the closest residential uses are the new residential development which is positioned on the corner of Red Lion Road and Lower Road. It

is considered that the application site is situated a sufficient distance away to ensure that the proposed sign will have no adverse on the amenity of the occupiers of this development. It is considered that there are no other sensitive uses within the vicinity of the proposal site.

Conclusions

It is considered that the proposed advertisement will not result in an adverse impact on the local area in terms of visual impact, highway safety or residential amenity. As such, the application is considered to comply with Policy CS12 of the Core strategy and Policy 112 of the DBLP and on this basis, is recommended for approval.

RECOMMENDATION - That Advertisement consent be **GRANTED** for the reasons referred to above and 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.

7 The proposed sign shall be finished and thereafter retained in non-reflective materials.

Reason: To avoid undue distraction to motorists and to avoid possible resemblance to and confusion with bona-fide road signs.