

ITEM NUMBER: 5i

22/01856/LBC	Advertising Board and hanging sign	
Site Address:	97 High Street Hemel Hempstead Hertfordshire HP1 3AH	
Applicant/Agent:	Mrs Claire Hobson	Mr Mark Biddiss
Case Officer:	Sally Robbins	
Parish/Ward:		Hemel Hempstead Town
Referral to Committee:	Applicant is a DBC Councillor	

1. RECOMMENDATION

That listed building consent be **GRANTED**

2. SUMMARY

2.1 The proposed advertisement board and hanging sign will not harm the setting or special character, appearance and historic interest of this Grade II listed building so would have a neutral impact on the heritage asset. The proposal therefore complies with Core Strategy Policy CS27, Saved Policy 119 of the Local Plan and Section 16 of the NPPF.

3. SITE DESCRIPTION

3.1 The application site comprises a Grade II listed building and is located on the east side of the High Street in Hemel Hempstead old town, within the Conservation Area. The site comprises a retail unit at ground floor level with residential units above. The surrounding area comprises a mix of uses, including residential, retail, cafes/restaurants and drinking establishments.

4. PROPOSAL

4.1 The application seeks listed building consent for the following advertisement signs:

- A: Fascia board above the shopfront measuring 2m x 0.3m
- B: Hanging sign measuring 0.8m x 0.8m

The advertisements would be finished in white text on a grey background.

4.2 The advertisements are in relation to the change of use of the ground floor and basement unit from Class E (retail) to Sui Generis (café serving alcohol) and the associated advertisement consent, which were recently granted permission at the Development Management Committee meeting held on 23 June 2022 (refs. 22/01442/FUL and 22/01443/ADV).

5. PLANNING HISTORY

Planning Applications:

22/01442/FUL - Change of use of ground floor (with basement) from Class E(a) retail, to Sui Generis, café serving alcohol
Granted - 27th June 2022

22/01443/ADV - Fascia and hanging board signs
Granted - 24th June 2022

6. CONSTRAINTS

Area of Archaeological Significance: 36
CIL Zone: CIL3
Hemel Hempstead Conservation Area
Listed Building, Grade: II,
Parish: Hemel Hempstead Non-Parish
Residential Character Area: HCA14
Parking Standards: New Zone 3

Town: Hemel Hempstead

7. REPRESENTATIONS

Consultation responses

7.1 These are reproduced in full at Appendix A.

Neighbour notification/site notice responses

7.2 These are reproduced in full at Appendix B.

8. PLANNING POLICIES

Main Documents/Policies:

Planning (Listed Building and Conservation Areas) Act (1990) – Section 16(2) and 66(1)
National Planning Policy Framework (NPPF) (2021) – Section 16
Dacorum Borough Core Strategy (2013) – Policy CS27
Dacorum Borough Local Plan (2004) – Saved Policy 119

9. CONSIDERATIONS

Main Issues

9.1 The main issues to consider are:

- Impact on Significance of Heritage Asset

Impact on Significance of Heritage Asset

9.2 Saved Policy 119 of the Dacorum Borough Local Plan states that consent to alter a listed building will only be granted where it can be satisfactorily demonstrated that the proposed works would be carried out in a manner appropriate to the scale, proportion and external and internal appearance of the building. The NPPF seeks to ensure that heritage assets are preserved and enhanced.

9.3 Regard is also given to the statutory tests of preserving listed buildings and their setting under Section 66 of The Planning (Listed Building and Conservation Areas) Act 1990, which it is accepted is a higher duty.

9.4 The proposal comprises minor external alterations comprising a new fascia board sign and hanging sign, finished in white text on a grey background.

9.5 The Council's Conservation and Design Officer has been consulted and raised no objection, noting that the proposed signage scheme is simple. Furthermore, the proposed signs would not be illuminated and would therefore assimilate with the character and appearance of the conservation area. There would be no harm to the listed building and any impact on the conservation area would be neutral. Thus, the balancing exercise does not need to be undertaken.

10. CONCLUSION

10.1 Overall, the proposal will not detract from the character, appearance or design of the listed building. The proposal meets the requirements of Saved Policy 119 of the Dacorum Borough Local Plan, Policy CS27 of the Dacorum Borough Core Strategy, the NPPF and Section 66 of The Planning (Listed Building and Conservation Areas) Act 1990.

11. RECOMMENDATION

11.1 That listed building consent be **GRANTED**.

Condition(s) and Reason(s):

1. **The works hereby permitted shall begin before the expiration of three years from the date of this consent.**

Reason: To comply with Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990, as amended by Section 51 (4) of the Planning and Compulsory Purchase Act 2004.

2. **The development hereby permitted shall be carried out in accordance with the following approved plans/documents:**

LOCATION PLAN
01 PLANS AND ELEVATIONS

Reason: For the avoidance of doubt and in the interests of proper planning.

Informatives:

1. Listed building consent 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 pro-actively in line with the requirements of the Framework (paragraph 38) and in accordance with the Town and Country Planning (Development Management Procedure) (England) (Amendment No. 2) Order 2015.

APPENDIX A: CONSULTEE RESPONSES

Consultee	Comments
Conservation & Design (DBC)	No objections to this simple signage scheme.

APPENDIX B: NEIGHBOUR RESPONSES

Number of Neighbour Comments

Neighbour Consultations	Contributors	Neutral	Objections	Support
0	0	0	0	0

Neighbour Responses

Address	Comments
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