

**4/00944/16/ADV - TWO ILLUMINATED ENTRANCE SIGNS.  
JUNCT. OF MAYLANDS AVENUE AND BREAKSPEAR WAY, HEMEL  
HEMPSTEAD.**

**APPLICANT: Dacorum Borough Council - Ms S Jayasinghe.**

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[Case Officer - Rachel Marber]

### **Summary**

The application is recommended for **approval**.

The two proposed advertisement entrance signs to Maylands Business Centre would not detrimentally affect the visual appearance of the surrounding street scene. In addition, the proposal would not impact upon residential amenity, or the safety and operation of the adjacent highway and passing pedestrians. Thus, the proposal adheres with policies CS11 and CS12 of the Core Strategy (2013), saved policies 112 of the Local Plan (1991), the NPPF (2013) and the Supplementary Guidance for Advertisements (2004).

### **Site Description**

The application site is located at the junction of Maylands Avenue and Breakspear Way to serve the Maylands Business Park. Given the prominent corner position of the application site the advertisement signs would be clearly visible from public vantage points.

The surrounding area falls within the Maylands General Employment Area and comprises of industrial and commercial units.

### **Proposal**

Advertisement consent is sought for two illuminated entrance signs to form a gateway feature into the Maylands Business Park as part of Dacorum Borough Council wider scheme of regeneration for the surrounding area (Maylands Masterplan).

The two signs would be constructed from aluminium with laser cut letters which would read "Maylands Business Park".

### **Referral to Committee**

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

### **Relevant Planning History**

4/00412/12/AD INTERNALLY ILLUMINATED TOTEM SIGN

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Granted  
10/04/2012

## **Policies**

### National Policy Guidance

National Planning Policy Framework (NPPF)

### Adopted Core Strategy (2013)

CS11 - Quality of Neighbourhood Design

CS12 - Quality of Site Design

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

Policy 112- Advertisements

### Supplementary Planning Guidance (2004)

Supplementary Guidance for Advertisements

## **Summary of Representations**

### **Comments received from consultees:**

#### HCC Highways

## **No Objection**

## **Decision**

*"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.*

*Decision: Hertfordshire County Council as Highway Authority has no objection to the principle of the proposed two illuminated entrance signs subject to the following advisory note.*

*Advisory Note: The entrance signs are to be installed by Dacorum Borough Council using the Project Agreement for Dacorum Highway Enhancement Schemes, 6 June 2014. The ownership and maintenance of signs is to be retained by Dacorum Borough Council. As-built drawings of the electrical supply are to be provided to HCC upon completion of the project.*

*Impact on the Highway: As 'gateway' features, HCC considers that these signs are acceptable items of street furniture. There are numerous gateway features around the County of different styles and sizes, indicating entrance to a locale. As Maylands*

*Business Park is a substantial generator of traffic, and is already included within the advance direction traffic signs, gateway features are thought to be useful to motorists in identifying arrival at their destination."*

## **Constraints**

No specific policy constraints, industrial area of Hemel Hempstead

- General Employment 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 immediate street scene and highway and pedestrian safety.

### Effect on Appearance of Existing Building and Street Scene

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.

The proposed design and scale (4.8 metre height, 0.50 metre width and 0.30 metre depth) of the two proposed entrance signs would be identical in both design and height, henceforth creating a clear entrance and character to the Maylands Business Park.

The location of the entrance signs would also be symmetrical in relation to their sitting either side of the junction to Maylands Avenue and within close proximity to surrounding street sign posting. In addition, the two advertisement signs would appear as a group and congruous within the industrial street scape and wider regenerative masterplan for the area.

Overall, it is considered that the proposed advertisement signs would assist in the enhancement of the character and appearance of the surrounding street scene and 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).

### 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. 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 on the grass verges either side of the Breakspear Way and Maylands Avenue Junction, and therefore would not be located adjacent to any residential properties, resulting in no negative harm.

#### Impact on Highway and Pedestrian Safety

Saved policy 56 of the Local Plan (1991) states that the advertisement displays must be appropriate to the site location and should not distract highway users.

The entrance signs would be illuminated to level 2 and located adjacent to major junction. Hertfordshire County Highways were subsequently consulted on the proposed advertisement signs and provided the following representation:

*“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.*

*Decision: Hertfordshire County Council as Highway Authority has no objection to the principle of the proposed two illuminated entrance signs subject to the following advisory note.*

*Impact on the Highway: As ‘gateway’ features, HCC considers that these signs are acceptable items of street furniture. There are numerous gateway features around the County of different styles and sizes, indicating entrance to a locale. As Maylands Business Park is a substantial generator of traffic, and is already included within the advance direction traffic signs, gateway features are thought to be useful to motorists in identifying arrival at their destination.”*

As HCC have raised no objection from Highways the proposed signs are not considered to impact upon the safety of Highway users and thus the proposal adheres with saved policy 56 of the Local Plan (1991).

RECOMMENDATION - That planning permission 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 development hereby permitted shall be carried out in accordance with the following approved plans:**

**47072954.LD.CD.002 REV F**

**47072954.LD.HL.002 REV F**

**47072954.LD.HL.003 REV F**

**SD/1400/01 REV A**

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

### Informative

The entrance signs are to be installed by Dacorum Borough Council using the Project Agreement for Dacorum Highway Enhancement Schemes, 6 June 2014. The ownership and maintenance of signs is to be retained by Dacorum Borough Council. As-built drawings of the electrical supply are to be provided to HCC upon completion of the project.