

**4/01183/16/ADV - ERECTION OF TWO SIGNS, ONE AT THE ENTRANCE TO THE CEMETERY FROM THREE CLOSE LANE, ONE AT THE ENTRANCE FROM RECTORY LANE TO ACKNOWLEDGE HERITAGE LOTTERY/BIG LOTTERY FUNDING OF THE RECTORY LANE CEMETERY PROJECT. THE CEMETARY, RECTORY LANE, BERKHAMSTED.
APPLICANT: The Friends of St Peter's Great Berkhamsted.**

[Case Officer - Briony Curtain]

Summary

The application is recommended for approval.

Site Description

The application site is located to the western side of Three Close Lane, to the south of the High Street in Berkhamsted and comprises 'The Rectory Lane Cemetary'. The cemetary gates/ entrance walls are locally listed.

The Rectory Lane Cemetery Project is being carried out under the aegis of the Friends of St Peters, Berkhamsted. The aim is to transform 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. The Project has received national recognition by receiving a Round 1 Pass under the Heritage/Big Lottery Fund's Parks for People grant scheme. It is mandatory to acknowledge the Lottery fund's assistance, hence the application for signage.

Proposal

Advertisement consent is sought for the erection of two temporary signs, one at each entrance. Measuring 0.75m in height by 0.14m in width the signs would comprise blue text on a white background and be erected 3m above ground level. The signs would acknowledge Heritage Lottery / Big Lottery funding of the Rectory Lane Cemetary Project. The application seeks consent for the signs to be erected until March 2017.

Referral to Committee

The application is referred to the Development Control Committee as the applicant is employed by 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 - Adverts

Advice Notes and Appraisals

Conservation Area Character Appraisal for Berkhamsted.

Summary of Representations

Berkhamsted Town Council

Awaiting comments

Hertfordshire Highways

No Objection

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 does not wish to restrict the grant of planning permission for the erection of two signs to acknowledge heritage lottery / big lottery funding of the Rectory Lane cemetery project. The signs will not impact upon the highway user.

Conservation and Design

The Rectory Lane Cemetery Project aims to transform the existing cemetery site by conserving the monuments, improving access, providing facilities and new interpretation. The project has received funding from the Heritage / Big Lottery Funds Parks for People grant scheme.

The project will be carried out over the next few months and as part of the funding agreement it is mandatory to acknowledge the lottery fund's assistance, hence this application for signage. The temporary signage will be placed on a wall and the gable end of a building (locally listed) within the Conservation Area. The proposed signage is not considered to harm the character of the Conservation Area and is only temporary in nature. Recommend approval.

Constraints

Locally Listed Building, Conservation Area, Tree Preservation Order, Area Archaeological Significance, Open land.

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 locally listed building, the street scene, the conservation area and highway and pedestrian safety.

Effect on Appearance of Existing Building / Street Scene / conservation Area

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 (0.75 metre height, 0.14 metre width and 0.01 metre depth) of the two proposed signs would be acceptable and would not detract from the overall character and appearance of the walls/ entrance gates of the cemetery. The signs have been carefully selected to appear prominent (so as to advertise the funding secured) without dominating or harming the site or area. The signs are temporary so will be removed once the restoration works are complete (application seeks consent until March 2017).

Overall, it is considered that the proposed advertisement signs would not harm the character and appearance of the locally listed building, 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).

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 existing cemetery walls, and therefore would not be located adjacent to any residential properties, resulting in no adverse impacts.

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 or adversely affect public safety.

The temporary signs would be mounted on timber construction boards, would not be illuminated and given their modest size and scale are not considered to impact upon the safety of the public Highway users and thus the proposal adheres with saved policy

56 of the DBLP 1991-2011. Herts County Council Highways have raised no objection.

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 one year 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 advertisements hereby approved shall not be illuminated.

Reason: To safeguard users of the adjacent highway in accordance with Policy 56 of the Dacorum Borough Local Plan.

Article 35

Advertisement 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 (paragraphs 186 and 187) and in accordance with the Town and Country Planning (Development Management Procedure) (England) (Amendment No. 2) Order 2012.