

**4/02057/15/ADV - 1 X NON ILLUMINATED 1 OFF SET INDIVIDUAL LETTER ON BRASS LOCATORS 1 X EXTERNALLY ILLUMINATED TRADITIONAL HANGING SIGN.
68 HIGH STREET, TRING, HP23 4AG.
APPLICANT: Lloyds pharmacy.**

[Case Officer - Tass Amlak]

Summary

The application is recommended for approval. The proposal is for 1 non illuminated fascia sign and 1 externally illuminated traditional hanging sign. Overall it is considered that signs would be in keeping with the character and appearance of the application property and would not be harmful to the character and appearance of the conservation area.

Site Description

The application site relates to a ground floor unit located on the northern side of the High Street. 68 High Street is a 19th century building within the Tring Conservation Area, its ground floor has a modern (mid to late 20th century shop front) and is in use as a pharmacy.

Proposal

The application seeks to replace the existing lettering on the fascia sign and the erection of 1 externally illuminated traditional hanging sign to replace the existing.

The proposed lettering on the fascia sign will have a text height of 300mm and will be similar in appearance to the existing lettering.

The proposed hanging sign will have a depth of 700mm and a width of 280 mm and will be 2.7 metres from the ground.

Referral to Committee

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

Relevant history

None.

Constraints

Tring Conservation Area.

National Policy Guidance

National Planning Policy Framework

Core Strategy Adopted September 2013

Policy CS4 - The Towns and Large Villages

Policy CS12 - Quality of Site Design
Policy CS13 - Quality of the Public Realm
Policy CS27 - Quality of the Historic Environment

Dacorum Borough Local Plan Saved Policies

Policy 112 - Advertisements
Policy 120 - Development in Conservation Areas

Supplementary Planning Guidance

Environmental Guidelines: Advertisements
Environmental Guidelines: Development in Conservation Areas or Affecting Listed Buildings

Advice Notes and Appraisals

Conservation Area Character Appraisal for Tring

Summary of Representations

Tring Town Council

The Council resolved to reject the recommendation of the Working Party and to recommend refusal of the application on the grounds that the illuminated sign projecting from the building was out of keeping with the historic building in particular and the High Street in general. The site is in the Tring Conservation Area. Whilst there are illuminated fascias signs in the High Street there are no illuminated projecting signs.

Object.

Heritage & Conservation

The proposed replacement off-set individual lettering (green lettering on a white fascia) is of an acceptable design and appearance and is similar to the existing. The sign will remain non-illuminated.

The hanging sign is being replaced on a similar basis although the graphics differ; the existing sign is externally illuminated, as is the proposed.

Both the new fascia and hanging sign are considered to preserve the character and appearance of the Tring Conservation Area in accordance with Local Plan Policy and Policy CS 27 of the Core Strategy. Recommend approval.

Hertfordshire County Council (T and CP GDP Order 2015)

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 subject to the following conditions:

1) The standard of luminance shall comply with the recommendations set out in Chapter 8 of the Institution of Lighting Engineers' Technical Report Number 5 "Brightness of Illuminated Advertisements" (Third Edition 2001). Reason: The above condition is required in the interest of public safety and visual amenity.

Reason: So that drivers of vehicles along the adjacent highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway

2) Projecting Signage The projection sign must be at a height of, or greater than 2.3 m vertically above the footpath and no less than 500 mm horizontally from the edge of the carriageway. Reason: The above condition is required in the interests of pedestrians/highway safety and in accordance with Roads in Hertfordshire: A guide for new developments, 2:1:1 clauses 1.57 and 1.59.

Reason: In the interest of pedestrian safety

The above application is for a combination of one externally illuminated traditional hanging sign and non-illuminated sign. The highway authority would not want to object to the grant of permission, subject to the above listed conditions.

Considerations

The main issues of relevance to the consideration of this application relate to the impact of the proposed advertisements on the appearance of the building and street scene, the impact on neighbouring properties, and the impact on highway safety.

Policy and Principle

Saved policy 112 of the local plan (advertisements) states that 'express consent to display an advertisement other than within 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

Within Conservation Areas the advertisement makes use of natural or other materials which are in keeping with and enhance the character of the conservation area and, if positioned on a building, the character of that building

The proposed lettering is sympathetic in size, appearance, design and position to the building and would be in keeping with the character and appearance of the building and the wider Conservation Area. The proposals meet the requirements of saved Policy 112 from (a) through to (d). The advertisements would not appear to dominate the building and do not cause harm to the Conservation Area.

Concerns have been raised by the Tring Town Council on the grounds that the illuminated sign projecting from the building was out of keeping with the historic building and there are no other examples. Whilst the objection is noted the conservation officer raised no objection to the proposal as the proposed externally illuminated projecting sign will replace the existing externally illuminated sign and therefore the proposal is considered to preserve the character and appearance of the

Tring Conservation Area.

Furthermore planning permission was granted at 20 High Street, Tring (application reference number 4/00028/15/ADV) for an externally illuminated advertisement sign and therefore the council could not justify refusing the current proposal.

Therefore all parts of saved policy 112 are considered to be met.

Effect on Amenity of Neighbours

No impact

Other Considerations

Despite being illuminated there would not be any negative impact in terms of Highway safety. A condition restricting the level of luminance would be imposed for the avoidance of doubt.

Conclusions

The proposed signage is acceptable and would not have an adverse impact on the appearance of the building, the street scene and the wider Tring Conservation Area. There would be no adverse impacts on neighbouring properties. In addition, the proposal would not have an impact on highway and pedestrian safety. The proposal is therefore in accordance with the National Planning Policy Framework, Policies CS12, CS13, and CS27 of the Core Strategy, and Policies 112 and 120.

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 standard of luminance shall comply with the recommendations set out in Chapter 8 of the Institution of Lighting Engineers' Technical Report Number 5 "Brightness of Illuminated Advertisements" (Third Edition 2001). Reason: The above condition is required in the interest of public safety and visual amenity.

Reason: So that drivers of vehicles along the adjacent highway are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway

8. The projecting sign must be at a height of, or greater than 2.3 m vertically above the footpath and no less than 500 mm horizontally from the edge of the carriageway. Reason: The above condition is required in the interests of pedestrians/highway safety and in accordance with Roads in Hertfordshire: A guide for new developments, 2:1:1 clauses 1.57 and 1.59.

Reason: In the interest of pedestrian safety

Article 31 Statement

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.