

4/00385/17/ADV - EDGELIT ILLUMINATED FASCIA SIGN AND NON-ILLUMINATED PROJECTING SIGN.

186 HIGH STREET, BERKHAMSTED, HP4 3AP.

APPLICANT: PAPERCHASE PRODUCTS LIMITED.

[Case Officer - Sally Robbins]

Summary

The proposed shopfront advertisement signs for 186 High Street, Berkhamsted would not have a detrimental effect upon the existing building, the immediate street scene, the Conservation Area or the safety and operation of the highway and passing pedestrians. As such, the proposal complies with Core Strategy (2013) Policies CS11, CS12 and CS27, saved Policies 112 and 120 of the Dacorum Local Plan (2004), the National Planning Policy Framework (NPPF) (2013) and the Supplementary Guidance for Advertisements (2004).

Site Description

The application site is located on the northern side of Berkhamsted High Street, within the Conservation Area. The site is located on the ground floor of a prominent four storey red brick building, Chiltern House, which was built in 1978 and contains three ground floor shopfronts and rows of large office windows on the upper floors. The application site contains a retail unit (Use Class A1), which is currently occupied by a stationery supply company (Paperchase).

The surrounding area is characterised by mid to late twentieth century, mostly three-storey, red brick buildings with large ground floor windows and rows of smaller windows to the upper floors typical of 1950s and 1960s design. Between Water Lane and Lower Kings Road, offices and modern shopfronts are prevalent, with the exception of the Gothic styled Town Hall, which was erected in 1859.

Proposal

Advertisement Consent is sought for the following:

- Facia Sign: satin stainless steel front face text on 12mm LED impregnated opal acrylic core (halo illuminated)
- Projecting Sign: satin stainless steel front face text on 5mm opal acrylic backing (non-illuminated)

Referral to Committee

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

Relevant Planning History

No Relevant History

Policies

National Policy Guidance

National Planning Policy Framework (NPPF)

Adopted Core Strategy (2013)

CS11 - Quality of Neighbourhood Design
CS12 - Quality of Site Design
CS27 - Quality of the Historic Environment

Saved Policies of the Dacorum Borough Local Plan (1991)

Policy 112 - Advertisements
Policy 120 - Development in Conservation Areas
Appendix 3 - Gardens and Amenity Space

Supplementary Planning Guidance (2004)

Supplementary Guidance for Advertisements

Summary of Representations

Comments received from Berkhamsted Town Council:

OBJECTION. This building is situated in the Conservation Area and internally illuminated signage should not be allowed. P120; P113.

Date: 29/03/2017

Comments received from Conservation Officer:

Whilst externally illuminated signs are preferred within the Berkhamsted Conservation Area, the building that contains the shopfront is modern, therefore the contemporary design of the proposed fascia sign would be acceptable for this particular shopfront.

I would advise that the projecting sign is either non-illuminated or externally illuminated. I would think that having the fascia sign illuminated as they propose would be sufficient for this shopfront and that a lit projecting sign is unnecessary.

Date 19/04/2017

Comments received from Highway Authority:

Date: 05/04/2017

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:

From a Highways perspective, there is no material difference between this amendment and the original application, therefore the same response is applicable:

The proposals are not considered to result in any adverse impact on the public highway, subject to the conditions and informative note below.

CONDITION

1. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in PLG05 The Brightness of Illuminated Advertisements (2015).

Reason: The above is required in the interest of public safety and visual amenity

ANALYSIS

This application is for the installation of Edgelit Illuminated Fascia Sign

Comments received from Berkhamsted Citizens Association:

Date: 15/03/2017

At the meeting of its Townscape Committee on 14 March 2017 the Berkhamsted Citizens Association objected to this application on the grounds that internal illumination should be resisted in the Conservation Area.

The previous tenant had a fascia sign which was unlit. External illumination would, however, be acceptable.

Constraints

Established residential area of Berkhamsted

- Berkhamsted Conservation Area
- Area of Archaeological Significance

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 street scene and conservation area, in addition to highway and pedestrian safety.

Effect on Appearance of Existing Building and Conservation Area

Saved Appendix 7 of the Dacorum Local Plan (2004), 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 and adjacent properties in terms of scale, massing, materials, layout, bulk and height. Paragraph 64 of the NPPF states that permission should be refused for developments of poor design which fail to improve the character and quality of an area. Policies CS27 of the Core Strategy (2013) and saved Policy 120 of the Dacorum Local Plan (2004) reinforce this, in addition to stating that great weight should be given to the conservation of designated heritage assets in considering the impact of proposed developments within a conservation area. Furthermore, saved Policy 112 of the Local Plan (2004) 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 advertisement fascia sign would replace the existing sign, and would measure 0.6m high, 2.01m wide and 0.01m deep. The proposed fascia sign would be 'edglit' illuminated. The fascia sign would be composed of satin stainless steel front face fret cut text on an opal

acrylic core, which would be 12mm thick and would run around the edge of the text only to provide the edgilit illumination.

The proposed projecting sign would be attached to the right hand side of the fascia sign and would measure 0.6m high, 0.7m wide and 0.08m deep. The projecting sign would have a gloss black background and the text would be satin stainless steel front facing on 5mm opal acrylic backing. The proposed projecting sign would be non-illuminated.

The contemporary design of the proposed fascia and projecting signs would harmonise with the modern design of the parent building. Furthermore, the signs would be modest in scale and would not dominate the street scene. The proposed fascia sign would be centrally located above the entrance to the shop with the projecting sign situated to the right hand side of the shop. Both of the proposed signs would be 2.24m above the ground. The proposed advertisements would not appear visually prominent in relation to the host building or the surrounding area. The DBC Conservation Officer has raised no objection to the proposed signs, acknowledging that this type of illuminated fascia sign has been accepted on occasion within the Conservation Area.

The proposed illumination of the fascia sign would be 655 cd/sqm, which is well within the accepted specification of 5000 cd/sqm for the highest daytime illumination level. As such, the proposed illumination would meet the criteria of PLG05 The Brightness of Illuminated Advertisements (2015) and it is considered that the level of illumination is appropriate for the scale of advertisements proposed.

It is considered that the proposed advertisement signs would not have a significant impact upon the character and appearance of the existing building or the wider Conservation Area. The proposal is therefore in accordance with saved appendices 3 and 7 and Policy 120 of the Dacorum Local Plan (2004), Policies CS11, CS12 and CS27 of the Core Strategy (2013), the NPPF (2012) and 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. Saved appendix 3 of the Local Plan (2004) and Policy CS12 of the Core Strategy (2013), seek to ensure that new development does not result in a detrimental impact on neighbouring properties and their amenity space.

The application site is located on Berkhamsted High Street, which is comprised of predominantly commercial units. As there are no residential units within the immediate vicinity, either adjacent to or above the application site, the proposed illuminated fascia sign and non-illuminated projecting sign will not have an impact upon the residential amenity of adjacent neighbours.

Impact on Highway and Pedestrian Safety

Saved Policy 56 of the Local Plan (2004) states that the illumination of advertisement displays must be appropriate to the site location and should not distract highway users. Hertfordshire Highways have been consulted on the proposed advertisement signs in this regard and raised no objections subject to the advised conditions and informatives.

RECOMMENDATION - That determination of the application be **DELEGATED** to the Group Manager, Development Management and Planning , following the expiry of the consultation period and no additional material considerations being raised, with a view to grant for the following reasons.

- 1 **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) (England) Regulations 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) (England) Regulations 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) (England) Regulations 2007.

- 7. The intensity of illumination shall be controlled at the level as illustrated and**

described on the submitted plans/application form and is to be retained such that it will not cause glare beyond the site boundaries.

Reason: In the interest of public safety and visual amenity, in accordance with policies CS11 and CS12 of the Dacorum Core Strategy (2013) and saved policies 56 and 112 of the Dacorum Local Plan (2004).

8. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals in PLG05 The Brightness of Illuminated Advertisements (2015).

Reason: The above is required in the interest of public safety and visual amenity.

9. The development hereby approved shall not be carried out other than in accordance with the following approved plans/documents:

607.02 Rev. A

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