

4/00280/17/ADV - ILLUMINATED PROJECTING SIGN. SUSPENDED PROJECTING NAME SIGN WITH PAINTED STEEL FRAME AND INSET CERAMIC TILED PANEL AND PAINTED LOGO.

157-159 HIGH STREET, BERKHAMSTED, HP4 3HB.

APPLICANT: Tabure Limited.

[Case Officer - Rachel Marber]

Summary

The two proposed shopfront advertisement signs to Number 157-159 Berkhamsted High Street would not detrimental affect the visual appearance of the surrounding street scene, conservation area or the safety and operation of the highway and passing pedestrians. Thus, the proposal adheres with Policies CS11, CS12 and CS27 of the Core Strategy (2013), saved Policies 112 and 120 of the Local Plan (2004), the NPPF (2013) and the Supplementary Guidance for Advertisements (2004).

Site Description

The application site is located to the southern side of Berkhamsted High Street. The application site comprises of a ground floor retail unit falling within A3 use and within the Berkhamsted conservation area.

The surrounding area is characterised by late 19th century terraced properties of relatively uniformed architectural style, size, height and build line. The overall character of the area is evident.

Proposal

Advertisement Consent is sought for the following:

- Fascia Signage: made from natural copper with white LED halo lighting.
- Projecting Sign: made from steel with white ceramic tiles with vinyl graphics and recessed LED lights.

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

HCC Highways

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 subject to the following conditions:

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

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2 Projecting Signage. The projecting signs must be at a height of, or greater than, 2.1 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, 3rd edition, Sect 4, Ch 1, (1.9).

3. All materials and equipment to be used during the construction shall be stored within the curtilage of the site unless otherwise agreed in writing by the Highways Authority prior to commencement of the development.

Reason: In the interest of highway safety and free and safe flow of traffic.

4. All areas for parking and storage and delivery of materials associated with this scheme shall be provided within the site on land, which is not public highway, and the use of such areas must not interfere with the use of the public highway.

Reason: In the interest of highway safety and free and safe flow of traffic

INFORMATIVE NOTES:

The erection of a projecting sign overhanging the public highway shall also require a license agreement under S177 of the Highways Act 1980. Prior to commencing the installation of the projecting sign the applicant shall contact Highways, Telephone 0300 1234047 to obtain the

requirements on the procedure to enter into a license agreement under section 177 of the Highways Act 1980. This should be carried out prior to any development work being carried out.

Reason: To ensure the safety of highway users and indemnify Hertfordshire County Council against any claims arising from the projecting sign over the highway.

COMMENTS:

This application is for: Removal of existing door canopy, installation of retractable awning and illuminated projecting sign. Suspended projecting name sign with painted steel frame and inset ceramic tiled panel and painted logo

The site is on High Street Berkhamstead, which is an "A" classified Principal Road, with a speed limit of 30 mph and high pedestrian traffic. There has been one serious accident in the vicinity of the site in the last 5 years.

As the projecting signs are new ones and do not replace an existing signs, a licence is required for their installation. CONCLUSION:

HCC as Highway Authority has considered that the proposal would not have an unreasonable impact on the safety and operation of the adjoining highway, subject to the conditions and advisory notes above.

DBC Conservation

157-159 High Street comprises a circa 19th century property with a 19th century shopfront at ground floor level, this is divided into 2 separate retail units. The restaurant is to occupy the larger retail unit. The whole shopfront has recently been painted a dark grey colour.

The removal of the curved canopy over the entrance door is welcomed.

An awning, the full width of the shop front is proposed. Awnings can be an acceptable addition to a shopfront but in this case the awning cassette is to be attached to the centre of the fascia (half way up) which is not a traditional choice of location. This means the fascia will not be able to include the business name (which is the most common use of the fascia). Also an awning is usually attached below the fascia, in which case it might need to be installed in sections, rather than be continuous (to avoid any alteration to the existing shopfront). Sometimes awnings can be located along the upper part of the fascia, this may be an option.

Further details of the awning are required, including its colour (and the colour of the awning cassette) and any text on it.

The proposed illuminated sign is acceptable.

Recommend the application is amended and the location of the awning is changed or alternatively the awning is omitted.

Herts Archaeology

No Comment

In this instance I consider that the development is unlikely to have a significant impact on heritage assets of archaeological interest, and I have no comment to make upon the proposal.

Berkhamsted Town Council

Objection

This building is situated in the Conservation Area and internally illuminated signage should not be allowed. The retractable awning is also a CONCERN in the Conservation Area because of its size. A more modest door canopy would be acceptable. Policy 120; P113.

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 site on which it is displayed.

The proposed advertisement signs would not impact the appearance of the property in terms of being of a size and design expected for an A3 use and High Street area. The proposed design and scale (0.6 metre height, 0.40 metre width and 0.06 metre depth) of the projecting sign would be of marginal size that it would appear neatly subordinate in relation to the shop front elevation. Furthermore, the Facia sign would be centrally position and sized in relation to the shop front door. Both advertisement signs would sit at 2.99 meters above ground. As such, the proposed advertisements would not result in a visually prominent feature when considered in conjunction with the scale and nature of the host building and the context of the site.

It is further considered that the steel advertisement sign and copper facia sign would appear congruous with the repainted (downpipe grey) shopfront. The DBC conservation officer was also consulted on the proposal and raised no objection to the two proposed advertisement signs and associated illumination.

The proposed illumination of both signs would be of 1100 cdm/sqm, well within the accepted specification (the highest daytime illumination level that is acceptable is 5000 cdm/sqm). 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.

Therefore, it is considered that the proposed advertisement signs would not impact upon the character and appearance of the Berkhamsted conservation area, or existing building. 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 detrimental impact on neighbouring properties and their amenity space.

The application site is located on Berkhamsted High Street with no residential properties immediately adjacent or above the premise. As such, the proposed illuminated advertisement signs are not considered to 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 were subsequently consulted on the proposed advertisement signs in this regard and raised no objections subject to the advised conditions and informatives.

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

**Fonteyne Signs
800 C1**

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

Informative

1.) The erection of a projecting sign overhanging the public highway shall also require a license agreement under S177 of the Highways Act 1980. Prior to commencing the installation of the projecting sign the applicant shall contact Highways, Telephone 0300 1234047 to obtain the requirements on the procedure to enter into a license agreement under section 177 of the Highways Act 1980. This should be carried out prior to any development work being carried out.

2.) All areas for parking and storage and delivery of materials associated with this scheme should be provided within the site on land, which is not public highway, and the use of such areas must not interfere with the use of the public highway.