

3/09/0003/AD – Proposed aluminium fascia sign on south eastern end elevation of the TS Dreadnought Sea Cadet Headquarters, Spencer Street, Hertford SG13 7AH for Councillor Nicholas Wilson

Date of Receipt: 05.01.09

Type: Advertisement consent

Parish: HERTFORD

Ward: HERTFORD CASTLE

RECOMMENDATION

That advertisement consent be **GRANTED** subject to the following conditions:

1. a) This consent expires 5 years from the date hereof. b) Any advertisements displayed and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority. c) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition. d) Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority. e) 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. f) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal, or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: To comply with the requirements of Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Summary of Reasons for Decision

The proposal has been considered with regard to the policies of the Development Plan (East of England Plan May 2008, Hertfordshire County Structure Plan, Minerals Local Plan, Waste Local Plan and East Herts Local Plan Second Review April 2007), and in particular policies ENV1 and ENV29. The balance of the considerations having regard to those policies is that permission should be granted.

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1.0 Background

- 1.1 This application is being reported to the committee as the applicant is an East Herts Councillor.

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- 1.2 The application site is shown on the attached OS extract. It comprises the base for the Hertford & Ware sea cadets and is situated just to the north east of the former TXU site which is currently undergoing redevelopment for housing.
- 1.3 The sea cadet building itself is a detached wooden structure which was provided as a replacement for their previous premises as part of the planning permission for the residential development at the TXU site.
- 1.4 This application seeks advertisement consent for an aluminium fascia sign on the south eastern gable end of the building facing the car park and access road into the site. The sign would measure 1.0m high by 3.0m wide and would be installed above the fenestration within the gable end elevation. It would not be illuminated.

2.0 Site History

- 2.1 3/05/0316/FP – Development for 130 residential units and new sea cadet facility – Approved September 2005

3.0 Consultation Responses

- 3.1 County Highways have commented that the sign would have no implications for highway safety as it is remote from the public highway and the scheme proposes no illumination of the sign.

4.0 Town Council Representations

- 4.1 Hertford Town Council has no objections to the proposed development.

5.0 Other Representations

- 5.1 The application has been advertised by way of neighbour notification. At the time of writing this report, however, no representations have been received.

6.0 Policy

- 6.1 The policies of the adopted East Herts Local Plan that are most relevant to the consideration of this application are as follows:

ENV1 – Design and Environmental Quality

ENV29 – Advertisements Outside Conservation Areas

7.0 Considerations

- 7.1 The Highway Authority has confirmed that the signage would not have any impact on highway safety in the area, and therefore, the determining issue in this case relates to the siting and design of the proposed advertisement, and its impact on the character and appearance of the surrounding area.
- 7.2 The proposed advertisement would be of aluminium construction, powder coated in a light blue with dark blue lettering and the Sea Cadet badge displayed alongside.
- 7.3 Officers consider that the sign would be of an appropriate design and scale to the building, well contained within the south-east elevation and would be of an acceptable size, having a limited impact on the street scene particularly as the site is set at a lower level than the adjacent highway.

8.0 Conclusion

- 8.1 The sign would be of an appropriate scale to the building, and would not be unduly prominent in the street scene. There would therefore be no undue impact on the amenity of the site and its surroundings.
- 8.2 It is therefore recommended that advertisement consent be granted for the proposed development.