

Parish: BUNTINGFORD

Ward: BUNTINGFORD

RECOMMENDATION

That the Director of Neighbourhood Services, in consultation with the Director of Internal Services, be authorised to commence legal proceedings under Section 224 of the Town and Country Planning Act 1990 and any such further steps as may be required to secure the removal of the unauthorised advertisement.

Reasons why it is expedient to commence legal proceedings:

1. The fascia sign, by reason of its size and means of illumination, has a detrimental effect on the street scene and the character of this part of the Conservation Area wherein it is situated and is contrary to policy BH15 of the East Hertfordshire Local Plan Second Review April 2007.

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1.0 Background

- 1.1 The site is shown on the attached Ordnance Survey extract. It is located on the west side of the High Street and is situated within the Conservation Area of Buntingford. There are a number of listed buildings within 100 metres of the site.
- 1.2 It was brought to the attention of the Enforcement team in March 2009 that a new illuminated sign in the form of individual letters was being erected on the building without advertisement consent.
- 1.3 On the 18th March 2009 a letter was sent to the store manager stating that the new signage did not benefit from either express or deemed consent and that advertisement consent was required.
- 1.4 On the 1st April 2009, an application was submitted under reference 3/09/0487/AD for the large lettering and also for a projecting sign and window vinyl/graphics at the site. After due consideration the application was part granted and part refused consent. The projecting signs and window graphics were granted advertisement consent with conditions and the 2 No. internally illuminated individual letter signs were refused consent for the following reason:-

E/09/0113/A

The proposed “BUDGENS of Buntingford” fascia sign, by reason of its size and illumination would have a detrimental effect on the street scene, and the character of this part of the Conservation Area wherein it is situated. If permitted it would thereby be contrary to policy BH15 of East Herts Local Plan Second Review April 2007.

- 1.5 The two internally illuminated signs are “Budgens” and “ of Buntingford”. The combination of these signs measures an estimated 1.5m x 5.27m and are approximately 75mm deep to accommodate the internal illumination. Photographs will be available at the meeting.

2.0 Planning History

- 2.1 The recent relevant planning history is as follows:-

3/09/0487/AD	Individual letters x2 sizes, projecting sign and window graphics	Part Refused, Part Granted
3/01/1706/AD	Non-illuminated projecting sign. Replace existing fascia with new individual static halo illuminated Perspex	Split decision
3/01/0533/AD	1 No. Internally illuminated shop sign	Refused

3.0 Policy

- 3.1 The relevant policies of the East Herts Local Plan Second Review April 2007 are:-

- BH15 – Advertisements in Conservation Areas.

4.0 Considerations

- 4.1 The supermarket is located within the centre of Buntingford which also falls within the town’s Conservation Area. It has a prominent position within the High Street and as such any advertisement on the building is likely to impact upon the historic character and appearance of the area and needs careful consideration.
- 4.2 Policy BH15 requires advertisements within Conservation Areas to be either painted or individually lettered in a suitable material, size and design in relation to the building and be non-illuminated. If illumination is required it should be discreet and of a minimal level.

E/09/0113/A

4.3 In this case, whilst the design of the signage is considered to be appropriate for this location, its size and scale is considered excessive and inappropriate in relation to the existing shop front and the surrounding street scene. It is thereby considered to be unduly prominent and visually intrusive to the detriment to the character and appearance of this part of the Conservation Area. Furthermore, the internal illumination of the sign is also considered to be inappropriate in this location and further exacerbates the adverse impact of the unauthorised signage on the character of the Conservation Area.

5.0 Recommendations

5.1 For the above reasons it is recommended that authorisation be given to commence legal proceedings and any such further steps as may be required to secure the removal of the unauthorised advertisement.