

3/10/0002/AD - Two externally illuminated fascia signs at Charringtons House, The Causeway, Bishop's Stortford for East Herts District Council

Date of Receipt: 26.01.2010

Type: Advertisement - Other

Parish: BISHOP'S STORTFORD

Ward: BISHOP'S STORTFORD - MEADS

RECOMMENDATION

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

1. Standard advertisement (7A012)

_____ (000210AD.MP)

1.0 Background

- 1.1 The application site is shown on the attached OS extract. It comprises the entrance building to the newly finished office space serving East Herts District Council. This application seeks advertisement consent for two externally illuminated signs with the wording 'East Herts Council' and the Council's logo.
- 1.2 The entrance building was granted planning permission within LPA reference 3/09/1113/FP, and consists of a relatively small ground floor extension to the existing building with an overhanging roof. The signage is already in situ on the building.

2.0 Site History

- 2.1 As outlined above, planning permission was granted in September 2009 for a single storey ground floor extension to the existing building (Ref 3/09/1113/FP).

3.0 Consultation Responses

- 3.1 Herts County Highways comment that they do not wish to restrict the grant of planning permission subject to conditions relating to the intensity and screening of the illumination. The Highways Officers comments that the signage is unlikely to result in a significant impact on highway safety, and the recommended conditions will ensure that drivers along The Causeway and Bridge Street are not dazzled or distracted.

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4.0 Town Council Representations

4.1 No comments have been received from the Town Council at the time of writing this Report.

5.0 Other Representations

5.1 The application has been advertised by way of press notice, site notice and neighbour notification.

5.2 At the time of writing this report no letters of representation have been received.

6.0 Policy

6.1 The relevant Local Plan policies in this application include the following:-

BH15 Advertisement in Conservation Areas

7.0 Considerations

7.1 The determining issues in this case relate to the impact of the advertisements on visual amenity including the character, appearance and setting of the Conservation Area, and their impact on public safety.

7.2 The proposed signage comprises individual lettering of silver vinyl fixed onto the brown fascia. The materials of construction, size and form of the lettering are considered to be appropriate to the building and the surrounding Conservation Area as a whole.

7.3 The means of illumination is via individual spotlights which are sited within the existing roof overhang. The illumination is of a low intensity and is directed vertically downwards towards the floor. The nature of the illumination will, in Officers opinion, appear discreet and in keeping with the character and appearance of the building and its surroundings.

7.4 Having regard to the above considerations, Officers are of the opinion that the signage does not result in any significant or harmful impact on the character or appearance of the Conservation Area or the visual amenity of the surrounding area.

7.5 In terms of public safety, the comments from the Highway Officer are noted and it is considered that the signage would not have a detrimental impact on public safety. The suggested conditions relating to illumination are also noted. However, bearing in mind the low level of illumination proposed

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within the application and the location of the lighting units (beneath the soffit and lighting downwards) it is not considered that those conditions are necessary or appropriate in this case, or in accordance with the requirements of Circular 11/95.

8.0 Conclusion

- 8.1 The signage is considered to be of an appropriate size, form, design and means of illumination such that it will appear in keeping with the character and appearance of the Conservation Area and would not be harmful to visual amenity, nor would they result in harm to public safety. Officers therefore recommend that advertisement consent is granted, subject to the condition outlined at the commencement of this report.