

**5q E/12/0002/A – Unauthorised attachment and display of advertisements to a Grade II listed building at Prezzo, The George Hotel, 1 North Street, Bishop’s Stortford, CM23 2LD**

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**Parish: BISHOP’S STORTFORD**

**Ward: BISHOP’S STORTFORD MEADS**

**RECOMMENDATION:**

That the Director of Neighbourhood Services, in consultation with the Director of Internal Services, be authorised to take enforcement action under Section 38 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and any such further steps as may be required to secure the removal of the unauthorised advertisements from the land.

Period for compliance: 1 month

Reasons why it is expedient to issue a listed building enforcement notice:

The unauthorised projecting box sign on the east elevation and the unauthorised first floor sign on the south elevation, by reason of their siting, form and design are detrimental to the character and appearance of the Listed Building. Together with the permitted signs on the building, they lead to an inappropriate clutter of advertisements on the building and are thereby also detrimental to the character and appearance of the surrounding Conservation Area. They are therefore contrary to policy BH15 of the East Herts Local Plan Second Review April 2007 and National Planning Policy Guidance set out in the national planning Policy Framework.

\_\_\_\_\_ (000212/CA)

**1.0 Background:**

1.1 The site is shown on the attached OS extract. It lies on the western side of North Road at its junction with High Street. The site, a Grade II listed building, is situated within the Conservation Area of Bishop’s Stortford as defined within the East Herts Local Plan Second Review April 2007.

1.2 The site was granted planning permission for a change of use from a hotel to a restaurant under application number 3/10/0994/FP. Subsequently advertisement consent and listed building consent were granted for external signage in April 2011.

1.3 However, in January 2012 Officers noted that, in addition to the approved signage for the building, an additional projecting sign had been added to the building at first floor level on the North

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Street elevation close to the corner with High Street. A large fascia sign had also been added to the building at first floor level on the High Street elevation close to the corner with North Street.

- 1.4 The Conservation Officer visited the site and considers that the unauthorised advertisements cause advertisement clutter and are harmful to both the Grade II listed building and the Conservation Area of Bishop's Stortford in which it lies.
- 1.5 The Enforcement Officer wrote to the owners on 5<sup>th</sup> January 2012 asking them to contact him with regard to the unauthorised advertisements within the following 14 days.
- 1.6 There having been no response to that letter, the enforcement officer sent a further letter to the owners on 6<sup>th</sup> March 2012 asking them to contact him with regard to the unauthorised advertisements within 14 days. To date there has been no acknowledgement of nor any reply to either letter.
- 1.7 Photographs of the site will be available at the Committee meeting.

## 2.0 Planning History:

- 2.1 The recent planning and enforcement history is as follows:

<b>Planning History</b>		
3/10/0994/FP	Change of use of ground floor and basement from hotel (use class C1) to restaurant (use class A3) and the erection of extract flue	Approved
3/10/0995/LB	Internal and external alterations to facilitate the proposed restaurant (A3) use	Approved
3/11/0250/AD	Individual timber lettered signs and timber fascias externally illuminated, 2 menu signs and retention of existing high level 'The George' signs and restoration of existing lanterns	Approved

3/11/0264/LB	Installation of signage comprising of:- 3no halo illuminated fascia signs, 2no internally illuminated menus, 4no lanterns, 1no high level non illuminated sign and 4no written timber fascias to be painted satin black	Approved
3/11/0746/FP	Alteration of levels to rear courtyard to provide outdoor seating area	Approved
3/11/0747/LB	Alteration of levels to rear courtyard to provide outdoor seating area	Approved

**3.0 Considerations:**

- 3.1 The property is a Grade II listed building sited within the Conservation Area of Bishop's Stortford. Officers consider that the unauthorised advertisements displayed at the site, in addition to the approved advertisements, do not positively contribute to the designated heritage asset, or to the wider conservation area, and that they have a harmful effect upon them both.
- 3.2 Officers have weighed any possible public benefit of the works but do not consider that this outweighs the harm to the listed building or to the wider conservation area in which it lies.

**4.0 Conclusion:**

- 4.1 It is therefore recommended that authorisation be given to issue and serve a Listed Building Enforcement Notice requiring the removal of the unauthorised works from the land and the restoration of the building to its former condition.