

Parish: WARE CP

Ward: WARE CHRISTCHURCH

RECOMMENDATION:

That the Director of Neighbourhood Services, in consultation with the Director of Finance and Support Services, be authorised to commence legal proceedings under Section 224 of the Town and Country Planning Act 1990 and to take any such other steps as may be required to secure the removal of the unauthorised advertisements at the site.

Reason why it is expedient to commence legal proceedings:

1. The advertisements by reason of their size, siting and excessive height, are unduly prominent and create an incongruous degree of clutter within the street scene, to the detriment of the visual amenities and character of the area and the Ware Conservation Area, contrary to Policy BH15 of the East Herts Local Plan Second Review April 2007.

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1.0 Background:

- 1.1 The site is shown on the Ordnance Survey extract. It is located off Coronation Road (east of Baldock Street) in Ware Town Centre and is located within the Ware Conservation Area.
- 1.2 Planning permission was granted in 2007 under application number 3/07/2005/FP for development of 39 sheltered apartments for the elderly with associated communal facilities and two commercial units. The site has since been built with a number of the units sold.
- 1.3 Concerns were expressed to officers in October 2012 regarding the erection of two freestanding D advertising boards with flags despite a refusal of advertisement consent for the signage under application number 3/12/1270/AD. The signs are essentially sales advertising boards used to promote the new development.
- 1.4 A further application for advertisement consent for the two D advertising boards without the flags was refused under application number 3/12/2088/AD, and despite the refusals the signs remain in situ with the originally refused flags also still in place.

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2.0 Planning History:

2.1 The most relevant planning history for the site can be summarised as follows:

3/12/2088/AD	2no advert 'D' boards (retrospective).	Refused.
3/12/1270/AD	2no advert 'D' boards and flags (retrospective).	Refused.
3/07/2005/FP	Redevelopment to form 39 sheltered apartments for the elderly.	Approved.

3.0 Policy:

3.1 The relevant Policy of the East Herts Local Plan Second Review April 2007 is:

BH15 – Advertisements in Conservation Areas.

3.2 The National Planning Policy Framework is also a relevant material consideration.

4.0 Considerations:

4.1 The site is located within the Ware Conservation Area and the impact of the signage on the amenity of the area, including the historical environment, is the key consideration in this instance.

4.2 Advertisement Consent was refused for the signage on two occasions, with both decisions made for similar reasons. The size, siting and excessive height of the two signs renders them unduly prominent within the street scene, creating visual clutter which is to the detriment of the visual amenities and character of the area and the Ware Conservation Area.

4.3 The height of the two signs is considered particularly harmful, which results in the signs dominating the front elevation of some of the flats, possibly resulting in the loss of light to some first floor signage.

4.4 Overall, the signage is therefore contrary to Policy BH15 and the Section 7 of the National Planning Policy Framework.

4.5 After the refusal of two retrospective applications it is considered

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expedient to formally require removal of the unauthorised signage.

5.0 Recommendation:

- 5.1 For the above reasons it is recommended that authorisation be given to commence legal proceedings under Section 224 of the Town and Country Planning Act 1990 and to take any such other steps as may be required to secure the removal of the unauthorised advertisements at the site.