

5f 3/13/1948/AD – Interpretation board about the Ware Gazebos – Free Standing, post-mounted sign at Land on Riverside near to Bridge Foot, Ware SG12 9HW for Ware Town Council

Date of Receipt: 04.11.2013

Type: Advertisement consent

Parish: WARE

Ward: WARE – CHADWELL

RECOMMENDATION:

That, subject to no substantive objections being received by the end of the consultation period (18th March 2014), advertisement consent be **GRANTED** subject to the following conditions:

1. Standard Advertisement (7A01)

Directive:

1. Other Legislation (010L)

_____ (194813AD.JS)

1.0 Background:

- 1.1 The application site is shown on the attached OS extract. It is situated on the southern bank of the River Lea, close to Bridge Foot and the town centre of Ware and comprises open land adjacent to the footpath along the southern side of the river. It also lies within the town's Conservation Area.
- 1.2 It is proposed to erect a freestanding, post mounted sign/interpretation board providing information to the public about the remarkable row of gazebos (formerly known as Dutch Summerhouses) which stand along the northern bank of the river. The sign would be sited close to the railings along this part of the river, standing at a height of approximately 1.0m and with the board itself measuring approximately 1.0m x 0.7m.
- 1.3 This application is reported to the committee as the applicant is Ware Town Council, whose membership includes 5 District Council Members.

2.0 Site History:

- 2.1 There is no planning history relevant to this site.

3.0 Consultation Responses:

3.1 No consultation responses have been received at the time of writing this report.

4.0 Ware Town Council Representations:

4.1 Ware Town Council has agreed to support the proposal.

5.0 Other Representations:

5.1 The application has been advertised by way of press notice, site notice and neighbour notification. To date, no representations have been received as a result of the press and site notices which were advertised in January 2014.

5.2 The neighbour notification period, however, expires on 18th March 2014. Hence it is recommended that advertisement consent be granted at the end of that consultation period, provided that no substantive objections are received by then.

5.3 Any representations received before the committee will be reported to Members at the meeting in the normal way.

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
BH15	Advertisements in Conservation Areas
LRC9	Public Rights of Way
LRC10	Tourism

6.2 The policies of the National Planning Policy Framework are also relevant to the determination of this application.

7.0 Considerations:

7.1 Applications for advertisement consent should be considered with regard to 'amenity' and 'public safety'.

7.2 In respect of the impact on amenity, the interpretation board will stand approximately 1.0 m high, at a suitable height for reading. It will provide information and photographs for users of the riverside path about the

history of the gazebos in Ware. The design of the sign is a simple one and its size, and appearance would be appropriate and unobtrusive in these surroundings. It is considered therefore that the structure would not have a detrimental impact on the character and appearance of the surrounding area.

- 7.3 Policy BH15 of the Local Plan, supports this view. The policy indicates that any advertisements in Conservation Areas should be of an appropriate size and design in relation to their location and an appropriate size necessary to convey their message. The proposal would therefore also accord with that policy and Officers consider that no detriment to the character and appearance of the Ware Conservation Area would result.
- 7.4 Similarly, in terms of neighbour amenity, it is not anticipated that the interpretation board itself will give rise to any adverse impacts. It will attract the interest of those walking along the riverbank but is unlikely to give rise to any noise or disturbance.
- 7.5 In terms of 'public safety' considerations, Officers are satisfied that the siting of the interpretation board close to the riverbank, but separated from the river by the existing railings, and at a distance from the highway, would raise no safety concerns. Furthermore, the proposal would not adversely affect any Public Right of Way, in compliance with Policy LRC9 of the Local Plan.
- 7.6 The information provided by the interpretation board will enhance understanding of the history of Ware and, in particular, of the gazebos. It will thereby enhance the facilities available to visitors to the area and will therefore accord with Policy LRC10 of the Local Plan in respect of tourism.

8.0 Conclusion:

- 8.1 Taking the above matters into consideration, it is concluded that advertisement consent should be granted, subject to the recommendation and condition set out at the head of this report.