

20 March 2024
L240320 SAV Cover Letter



Development Management
East Herts Council
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Dear Sir or Madam,

**SECTION 220 OF THE TOWN AND COUNTRY PLANNING ACT (1990) AS AMENDED
APPLICATION FOR INSTALLTION OF 2NO FREESTANDING NON-ILLUMINATED MARKETING BOARDS
LAND AT COUNTY HALL, PEGS LANE, HERTFORD SG13 8DE
HERTFORDSHIRE COUNTY COUNCIL**

Introduction

We write on behalf of Hertfordshire County Council, to apply for consent for the installation of 2no freestanding marketing boards on land at County Hall, Pegs Lane in Hertford.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015, the documents which comprise the application include the following:

- This covering letter;
- The completed application forms;
- Site Location Plan;
- Signage Details document; and
- Signage Drawing, prepared by Signcraft

The application has been submitted electronically via the Planning Portal (PP-12908814). A payment of £165.00, being the requisite application fee, has also been made electronically via the online portal.

The Application Site

The application site comprises land at County Hall in Hertford.

Specifically, it relates to a small parcel of land located adjacent to Pegs Lane and forms part of the grounds of the County Hall complex.

The County Hall element of the complex (including terraces and fountain) is Grade II* Listed whilst the Record Office, Library and Register Office are Grade II Listed. The Forecourt to County Hall, including the bas relief drum, lampposts and boundary markers are also Grade II Listed.

The site and wider building is located within Hertford Conservation Area.

The Proposed Development

This application seeks advertisement consent for the installation of 2no freestanding marketing board signs at the Site.

The boards will be produced from 3mm ACM panels and will be tension clipped to white coated 89mm diameter metal posts which will be concreted into position.

Each will measure 2.8m (h) x 1m (w) and include details related to space which is available for let within the County Hall complex. The advertisements are not illuminated.

Full details of the proposed advertisement is set out on the submitted drawing, prepared by Signcraft.

The location of the sign and an illustrative visual for this are also included as part of this application.

The application seeks consent for the display of the advertisements for a period of 3 years. However, if the property is let before the expiration this time, the marketing boards would be removed.

Assessment of the Proposed Advertisements

The East Herts District Plan was adopted in 2018 and constitutes the adopted development plan for the purposes of decision making.

Policy HA1 states that development proposals should preserve and where appropriate enhance the historic environment of East Herts.

Policy HA4 states that new development in Conservation Areas will be permitted provided that they preserve or enhance the special interest, character and appearance of the area.

Policy HA6 specifically addresses proposals for advertisements in Conservation Areas and states that where express consent is required for these the District Council will only accept signage of a traditional form and appearance which is preferably non-illuminated.

Policy HA7 states that proposals that affect the setting of a Listed Building will only be permitted where the setting of the building is preserved.

Policy DES6 relates to proposals for advertisements and signs. It states that the design of any advertisements displayed close to a building must respect its function and setting and the character and appearance of the environment. Any advertisements are also required to avoid harm to amenity and public safety.

The regulation of building signage is controlled by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These guide that local planning authorities shall exercise their powers under the Regulations only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.

These factors include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

An assessment of the proposed advertisements in respect of design and heritage impact, impact on amenity and public safety is considered below.

Design and Heritage Impact

The advertisements are of a high quality design and finish that is sympathetic to the host building and its wider setting. They would be positioned facing towards Pegs Lane and not obscure, directly affect, visually compete with, or otherwise alter the perception of the County Hall complex.

As stated above, the Site is located within the Hertford Conservation Area. It is therefore necessary to consider the impact of the proposed signage on this heritage asset. Guidance advises that in order to assess harm it is necessary to understand the impact of a proposal on the significance of the relevant heritage assets.

The special character of Area 5 of the Hertford Conservation Area, as identified within the Conservation Area Appraisal and Management Plan (March 2017), is principally derived from the presence of the County Hall complex. The Site does not specifically contain features that contribute directly to the significance of the Conservation Area and the introduction of the proposed marketing board would neither diminish nor detract from its overall character or appearance during its temporary display.

The effect of the advertisements is considered to have negligible impact on the appearance of the conservation area and its setting in the immediate vicinity of where they are displayed. The submitted plans also demonstrate that the materials, design, size and location of the proposed signage is appropriate.

In this context there would be no adverse impact on any relevant heritage asset and as such no conflict with Policies HA1, HA4, HA6, HA7 and DES6 of the East Herts District Plan 2018.

Amenity and Public Safety

Due to the siting and temporary nature of the proposed advertisement, it is not considered that it would create any significant harm to the amenity of the area.

The proposed sign is not illuminated and is considered an appropriate size for the location and size of the wider County Hall complex which it is intending to advertise.

The proposed signs are located outside of highway land and any footpaths and do not endanger persons using the highway. It does not obscure, or hinder the ready interpretation of, any traffic sign and the signs do not hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The sign will be regularly maintained and would not result in an unacceptable impact on the safety or amenity of the surrounding area.

Summary and Conclusion

The application seeks consent for the display of 2no freestanding non-illuminated marketing boards at the Site.

We trust that the details included above and in the enclosed supporting information provide you with sufficient information to deal with the application positively and expeditiously.

Should you require any clarification or additional information, please do not hesitate to contact Chris Moore at these offices.

Yours faithfully


Savills (UK) Limited