

Dacorum Borough Council
Planning and Regeneration
The Forum, Marlowes
Hemel Hempstead
Herts. HP1 1DN

9th May 2024

**RE: 1 Frogmore Street, Tring. HP23 5AU – Shop Premises.
Enforcement Notice: E/23/00398/CONSRV**

We are appointed by the occupiers of the ground floor shop premises to respond to the Enforcement Notice issued 24/01/2024 regarding the installed ASHU equipment on the external wall on the Frogmore Street elevation. We have previously contacted Mr. Muhammad Zia, of the Enforcement Office, and were granted an extension of the deadline period. This application follows a previous application (ref: 24/00492/RET) which was refused on grounds of noncompliance with the Tring Conservation Area planning guidelines.

The current application promotes a design with a view to resolving the negative visual impact on the local street scene in the Tring Conservation Area. We have previously studied the Tring Conservation Area for another planning application some years ago and have repeated the exercise for the current project. For the current project we have made particular observations of features which project out from the main front walls, such as bay windows, overhanging upper floors, corbelled gables etc. which carefully modulate the street frontages to achieve the characteristic aesthetic of the conservation area.

The offending ASHU is an important component for the internal environment of the shop premises and mindful of energy efficiency and mitigation of CO₂ emissions. The unit is of a type currently promoted by Government directives to achieving zero emissions status. An assessment was undertaken to try and relocate the unit. However, the corner plot location and absence of exposed rear and side walls offer no suitable locations to mount the unit other than the two street frontage elevations.

The Frogmore Street elevation, the current position for the unit, was carefully studied with an aim to resolve the issues raised in the previous application. For the current application the design proposes a position lower down and below the street front raised pavement guardrail. The guardrail to a great degree would fragment the bulk of the ASHU thereby mitigating the negative full scale visibility of the unit. This method largely conserves the Georgian character of the elevation within the extended street view.

Yours faithfully,
Suresh Patel.ARB