



The Planning Inspectorate

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DACORUM BOROUGH COUNCIL				
KJM Todd Associates	DoP	ED	FILE	
Staple House				
Eleanors Cross				
DUNSTABLE	Received	06 JAN 2000		
Bedfordshire LU6 1SU				
Comments				

Your Ref: 1952

Our Ref: APP/A1910/H/99/1772

Date: 05 JAN 2000

Dear Sir

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPEAL: 43 Frogmore Street, Tring, Hertfordshire

APPLICATION NO. 4/01239/99/RET

1. I have been appointed to determine the appeal of your clients, Countryside Taverns, against Dacorum Borough Council's refusal to permit the display, at the above mentioned premises of:

An internally illuminated fascia sign, measuring 4.65m wide by 0.45m deep;

a non-illuminated wall mounted menu board, measuring 0.6m by 0.6m; and

three lanterns with advertising logos on their glazing.

My decision has been made on the basis of the written representations and an inspection of the premises.

2. I accept the Council's general descriptions of the appeal premises and their surroundings, given in their statement enclosed with their letter of 4 November 1999.
3. The Council have drawn my attention to their advertisement control policies and I have taken them into account as a material consideration. However, powers under the Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. In my determination of this appeal the Council's policies have not therefore, by themselves, been decisive.
4. The appeal premises are within part of the small commercial centre of Tring. They are also within the Tring Conversation Area, where it is necessary to pay special attention to the desirability of preserving or enhancing its character and appearance. This designation does not necessarily preclude the display of advertisements on suitably sized and sited units on commercial premises in areas reflecting a fair degree of commercial activity. However, it is to be expected that it will result in a strict control being maintained to ensure that outdoor advertisements do not spoil the appearance of the area.

5. The appeal premises are part of a modern supermarket development, sited below the store with another unit. This part of the building has no natural fascia and has very limited detailing to break up the large area of brick walling. It is a rather undistinguished modern building, which together with other more sympathetic buildings of similar age on this side of the road contrast with those forming the more historic centre of Tring. Because the "shop" frontages are not defined in the building's fabric, the various signs appear to be additions fitted onto the façade rather than integrating with it. In particular the box fascia sign projects from the surface of the building together with the three lanterns. The menu box is relatively small and I note that the Council do not object to this in principle. There is also a projecting hanging sign, sited between two of the three upper windows of the unit, but it is not part of this appeal. In my opinion, by the use of standard sponsored signs there appears to have been very little attempt to integrate them into the design of the building. When the fascia sign is seen together with the lanterns it tends to give something of a two tiered effect. I consider that the combination of these signs creates an excessive level of display, which is out of keeping with the general scale and appearance of the building. For these reasons I consider that with the exception of the menu board the present arrangements are visually unsatisfactory and draw attention to a rather undistinguished building which contributes little to the appearance and qualities of the conservation area. I conclude, therefore, that the display of the menu board is not detrimental to amenity, but the display of the fascia sign and lantern signs is incompatible with the conservation status of the area and detrimental to the interests of amenity.
6. For the above reasons I dismiss the appeal with regard to the internally illuminated box fascia sign and the three lantern signs; but allow part of the appeal and grant consent for the display for 5 years from the date of this letter of the non-illuminated menu board as applied for.
7. This letter does not convey any approval or consent other than Regulation 5 of the Regulations.

Yours faithfully



NOEL HUTCHINSON
Advertisement Control Officer



PLANNING

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TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION : 4/01239/99/RET

43 FROGMORE STREET, TRING, HERTS, HP235AU
ILLUMINATED SIGNS

Your application for retention of development already carried out dated 05 July 1999 and received on 06 July 1999 has been **REFUSED**, for the reasons set out overleaf.

Director of Planning

Date of Decision: 24 August 1999

REASONS FOR REFUSAL APPLICABLE TO APPLICATION: 4/01239/99/RET

Date of Decision: 24 August 1999

. The advertisement signs, due to their number, size, design and methods of illumination, result in a cluttered appearance on the building and are seriously detrimental to the character and amenity of this part of the Tring Conservation Area and the amenities of nearby residential properties.

**NORTHGATE
DOCUMENT STAMPED
TO ENSURE DETECTION
BY SCANNER**