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# Appeal Decision

Site visit made on 27 April 2017

**by J A B Gresty MA MRICS**

**an Inspector appointed by the Secretary of State for Communities and Local Government**

**Decision date: 18 May 2017**

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**Appeal Ref: APP/J1915/Z/17/3168655**

**9 Evron Place, Hertford SG14 1PA**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mrs Aysen Salih against the decision of East Hertfordshire District Council.
  - The application Ref 3/16/2226/ADV, dated 27 September 2016, was refused by notice dated 22 November 2016.
  - The advertisement proposed is a shop front sign.
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## Decision

1. The appeal is allowed and express consent for the display of the shop front sign as applied for is granted. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

## Main Issue

2. The main issue in this case is the effect of the sign on the visual amenity of the local area.

## Reasons

3. The appeal concerns the retention of a sign installed above the front entrance to a tanning and beauty parlour. The appeal property is a plain looking, three-storey building on Evron Place, an alley situated off Maidenhead Street, which is a pedestrianised shopping street in central Hertford. Whilst the appeal building is a prominent feature within the alley itself, it is not visible from Maidenhead Street, except when looking directly down the alley from the street. Consequently the appeal property has limited visual relationship with Maidenhead Street or the surrounding area.
4. The sign has a black coloured metal and plastic fascia with white and purple writing set into it. The sign has a depth of about 10 centimetres and the writing is internally illuminated. The amount and size of writing in relation to the black fascia is relatively small and, although illuminated, the writing and sign as a whole do not stand out unduly prominently within Evron Place.
5. Also, there is a street light close by the appeal property which is of similar height to the top of the sign and would shed light directly onto the appeal property and sign at night. This amount of light from the street light would limit the contrast of the illuminated writing against the black fascia and the sign with the host building as a whole.

6. The appeal property is situated within the Hertford Conservation Area. Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that special attention shall be paid to the desirability of "*preserving or enhancing the character or appearance*" of a Conservation Area. The surrounding streets have a very varied character and appearance with many shops and commercial premises which have bold and prominent shop fronts and signs made with in a wide variety materials and styles. The appeal sign is modest in size and prominence in comparison to the frontages and signs of many of the retail and commercial premises nearby within the Conservation Area and visually it is in keeping with the appeal property and Evron Place as a whole. Accordingly, the appeal sign preserves the visual amenity of the Hertford Conservation Area and is in keeping with the general thrust of saved Policy BH15 of the East Herts Local Plan Second Review with regard to its effect on the visual amenity of the Conservation Area.

### **Conclusion**

7. On balance and for the above reasons, I conclude that the sign is in keeping with the visual amenity of the appeal property and local area and that the appeal should be allowed.

*J A B Gresty*

INSPECTOR