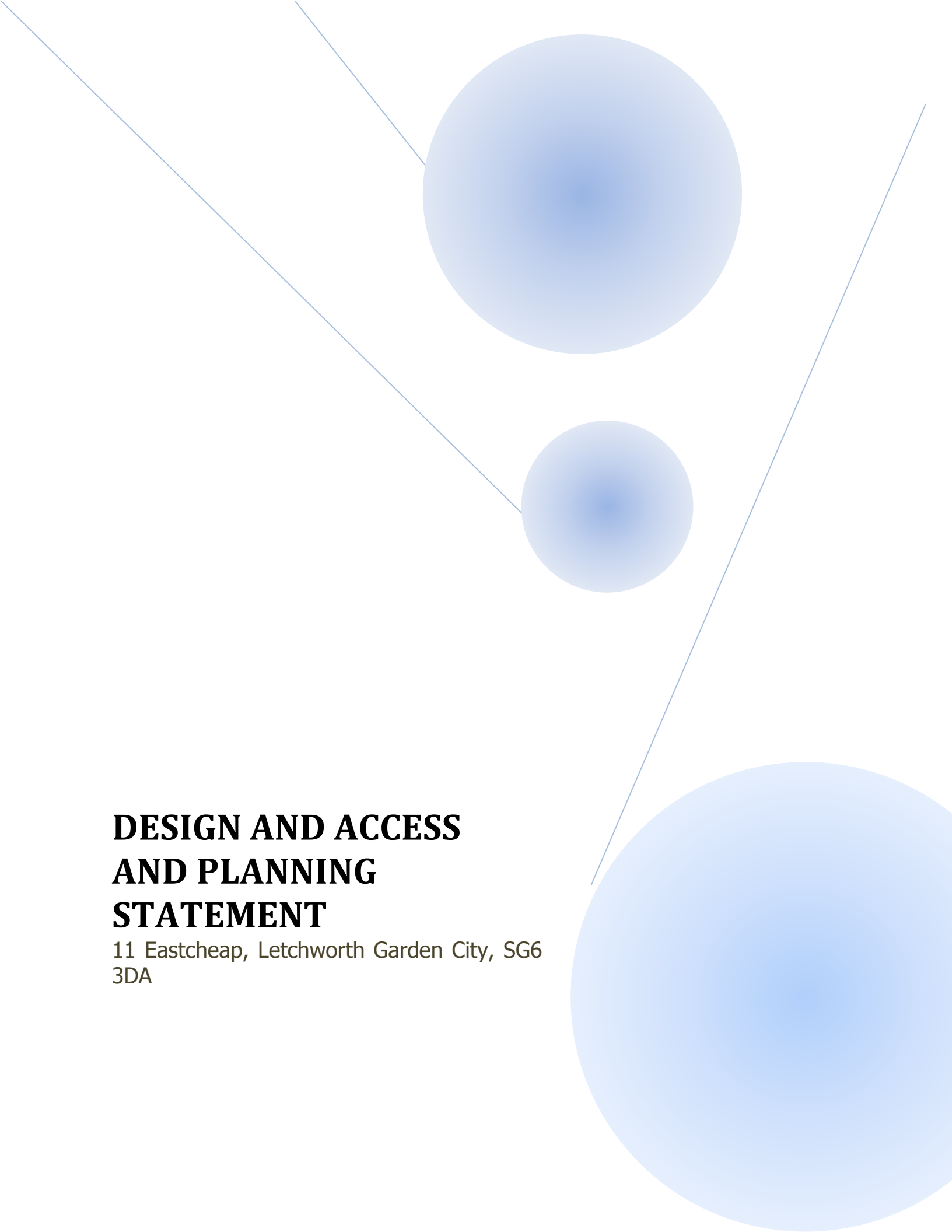


An abstract graphic featuring three blue circles of varying sizes and three thin blue lines that intersect them. One line runs diagonally from the top left towards the center. Another line runs diagonally from the top center towards the right. A third line runs diagonally from the bottom right towards the center. The circles are positioned at the intersections of these lines: a large circle at the top center, a medium circle in the middle, and a large circle at the bottom right.

DESIGN AND ACCESS AND PLANNING STATEMENT

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3DA

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Site and surrounding

The application site is a three-storey terrace property located on the western side of Eastcheap. The property is in use class E (retail shop).



Relevant planning history

11/00120/1AD Replacement internally illuminated fascia sign and new internally illuminated fascia sign.

04/01379/1AD Retention of existing fascia and application of 2 sets of individually applied illuminated lettering and logos.

04/01378/1 Alterations to existing shop front

01/00360/1AD Retention of internally illuminated fascia sign.

01/00252/1 Relocation of front entrance doors.

94/00767/1AD Internally illuminated fascia sign.

85/00458/1 Alterations to shopfront with resiting of entrance doors.

Proposal

One fascia sign (none illuminated red panel above embossed lettering and logo with internal LED illumination) and one projecting sign (non-illuminated panel above embossed logo with internal LED illumination).

Planning considerations

The principle of development

The National Planning Policy Framework (NPPF) identifies the importance of delivering sustainable development to help support strong, vibrant and healthy communities. This can be achieved through the creation of a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural wellbeing.

Paragraph 141 states 'the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

North Hertfordshire Local Plan is relevant and expects proposals to demonstrate high-quality design and to enable attractive public realm and to demonstrate minimum harm to the local character.

Therefore the current proposal would comply with national and local policies and would be suitable to its location.

Urban design

The proposed advert would be similar to the existing advert and would have a red background with white letterings and yellow logo as below:



The proposed adverts would result in no harm to the terrace, street or to the area.

Conclusion

The proposed adverts would be very compatible with the existing shopfront and would not be harmful to the area or nearby residential amenities.

In the light of the above, the proposal is in line with policies.