

SIDE ELEVATION : NEW ACM PANEL IN TO THE EXISTING FACM FRAME [with Poster Cases]
EXTERNALLY APPLIED VINYL GLOSS LAMINATE TO THE EXISTING ACM'S [ATM & Fish & Chips]



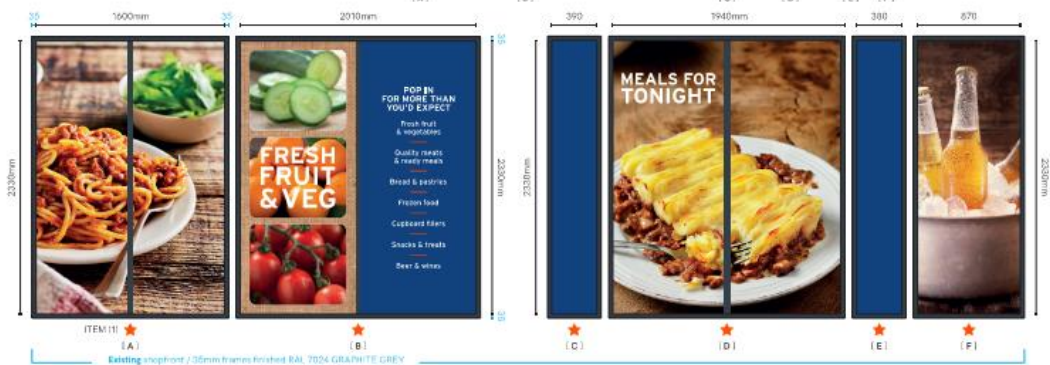
Proposed Development

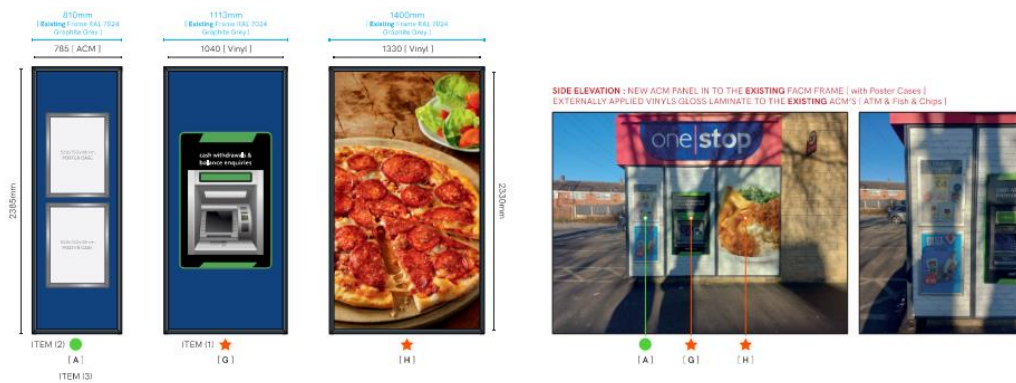
Permission is sought to install 8 window vinyls, and ACM panel and 2 lockable poster cases to the existing façade of the shop.

Printed window graphic applied to glossy
 vinyls for preference for either internally
 or externally applied

400mm x 2330mm D size: 1940mm x 2330mm
 210mm x 2330mm E size: 380mm x 2330mm
 90mm x 2330mm F size: 870mm x 2330mm

FRONT ELEVATION : EXTERNALLY APPLIED VINYL GLOSS LAMINATE TO THE EXISTING ACM'S





Relevant History

2015/0353 Erection of two storey unit comprising of retail at ground floor and apartments above and erection of separate single storey retail unit, associated parking and amenity areas to units.

2017/0101 Change of use of retail unit (Class A1) to restaurant (Class A3) with ancillary takeaway (A5)

2017/0708 Installation of ATM (Retrospective)

2017/0725 Illuminated signage around ATM (Retrospective)

2019/0482 Replacement illuminated and non-illuminated signage to shop.

Policy Context

The site is allocated as Urban Fabric within the Local Plan

Local Plan

The following Local Plan policies are relevant:

SD1: Presumption in Favour of Sustainable Development

GD1: General Development

T4: New Development and Transport Safety

D1: High Quality Design and Place Making

POLL1: Pollution Control and Protection

SPD:

Supplementary Planning Document: Advertisements

The Supplementary Planning Document (SPD) – Advertisements states that the council is unlikely to grant consent for: Advertising Hoardings, including poster panels, signs on shops above fascia level, signs on business premises above fascia level, signs which appear out of scale or character with the building or locality.

The SPD also states that excessive illumination causes light pollution and is therefore a waste of energy, the light source should be designed so that it is not directly visible to drivers on adjacent roads or likely to cause nuisance to nearby residential properties.

NPPF:

NPPF Paragraph 141 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

These policies are considered to reflect policies set out in the revised NPPF, which requires development to be of high-quality design and provide a good standard of amenity for all existing and future occupants of land and buildings.

Consultations

Highways – No objections
Pollution – No objections
Local Councillors – No comments received.

Neighbours

Neighbours were notified along with a site notice posted close to the site - No objections received.

Assessment

Material Consideration

Principle of development
Residential Amenity
Visual Amenity
Highway Safety

Principle of Development

The Council will seek to ensure that development is appropriate to its context, and improves what needs improving, whilst protecting what is good about what we have.

The Council's SPD on advertisements states that 'signs should be limited to that which is necessary. Advertisements should have regard for the design, scale and proportions of the building or site on which they are displayed. The over provision or poor design of signs can give rise to a cluttered and aggressively commercial appearance which will usually have a damaging impact upon the visual character of an area.'

Consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and should not adversely impact the amenity of local residents or undermine highway safety.

As the advertisements are proposed on a commercial building with an established commercial use, the consent for erection of the signage is deemed acceptable in principle.

Assessment

Residential Amenity

The site is a well-established commercial building with existing signage. The proposal is to update the existing vinyl signage, ACM signage and Poster Cases. The signs will be non-illuminated and are essentially replacing like for like in position and context, therefore there is not expected to be any additional impact on the surrounding neighbours protecting the existing residential amenity.

Visual Amenity

The proposed signage is to replace the existing within the same positions. The signage is limited to that which is necessary to clearly identify the premises and the products sold. The vinyl's although large will have no further impact than that of the existing. As such, it is

considered that the signs are not injurious to the visual amenity of the local surroundings in compliance with Local Plan Policy D1 and SPD: Advertisements.

Highway Safety

The signage is to replace the existing in the same location. The proposed signs do not interfere with any vehicular or pedestrian sight lines nor visibility. The Highway Department have no cause for concern. As the proposals are not expected to reduce highway safety the application is deemed acceptable in accordance with Local Plan Policy T4 and the NPPF.

Recommendation

Grant subject to conditions