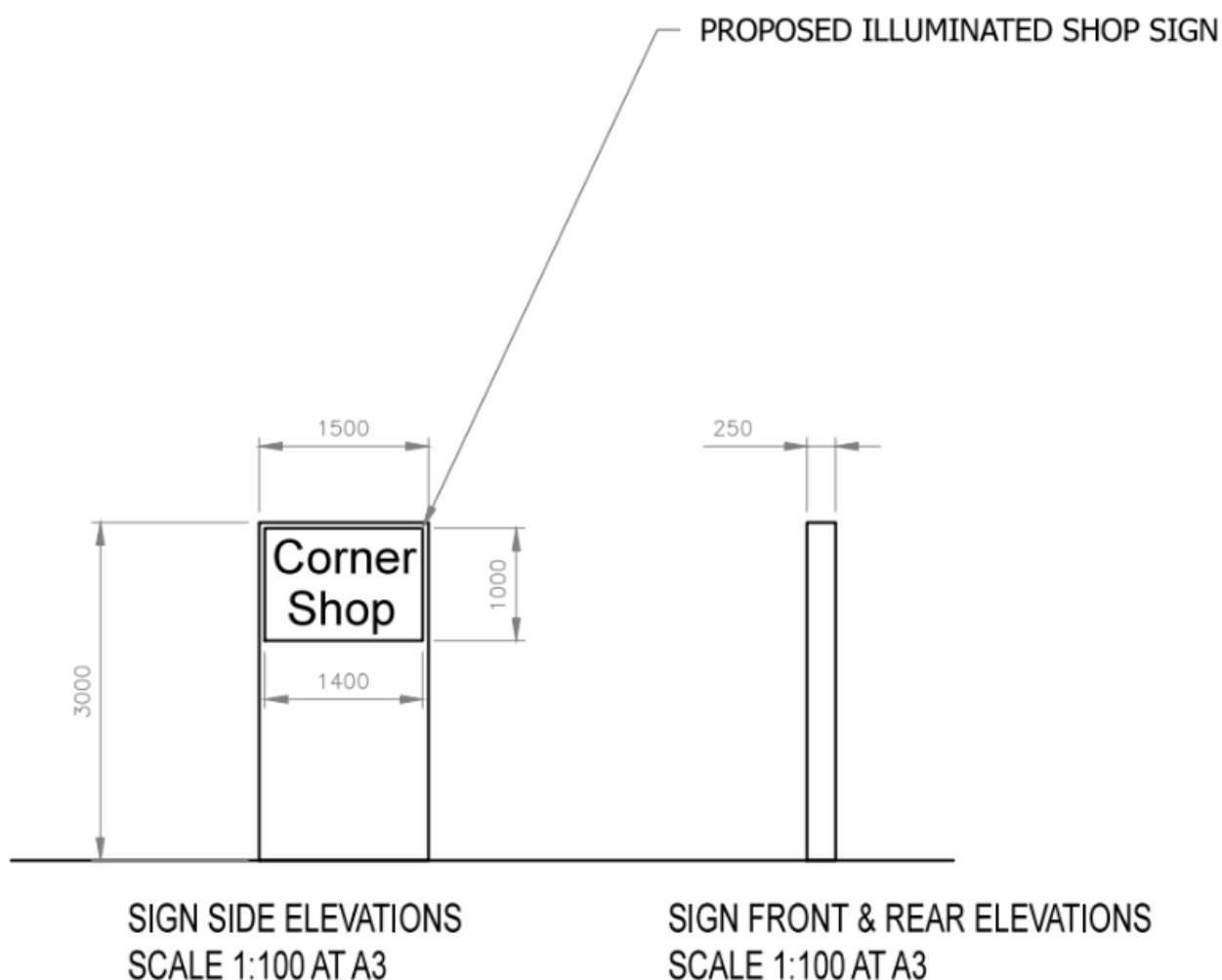


Application Reference	Description	Status
2009/0109	Erection of single storey rear extension to existing store.	Approved with Conditions

Proposed Development

The applicant is seeking permission to erect a totem sign. The totem would be located towards the south of the site. The totem would face the northeast and the southwest, targeting passing custom. An approximate height of 3 metres is proposed with an approximate width of 1.5 metres. The upper 1 metre of the totem is proposed to be a static illuminated shop sign with a maximum illuminance level of 300 cd/m². The remainder of the totem would be solid material coloured red.



Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is now accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and

Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

The Local Plan review was approved at the full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering its objectives. This means, no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review. The next review is due to take place in 2027, or earlier, if circumstances require it.

Local Plan Allocation – Employment Allocation Site ES4

The site is located as Employment and is allocated as site ES4. Therefore, the following policies are relevant:

- ***Policy SD1: Presumption in favour of Sustainable Development.***
- ***Policy D1: High quality design and place making.***
- ***Policy GD1: General Development.***
- ***Policy POLL1: Pollution Control and Protection.***
- ***Policy T4: New Development and Transport Safety.***

National Planning Policy Framework

The NPPF sets out the Government's planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant sections include:

- ***Section 12: Achieving well designed places.***

Supplementary Planning Document(s)

- ***Advertisements.***

Consultations

Local Ward Councillors – No response.
Highways DC – No Objection.
Pollution Control – No Objection.

Representations

Notification was sent out to neighbouring properties, and a site notice was placed nearby, expiring on the 1st May 2026. No representations have been received

Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited

- Little or no

Principle of Development

The erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Visual Amenity

Well-designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area. Excessive illumination causes light pollution and is therefore wasteful of energy. Well directed lighting can, however, aid personal safety within an area and enhance its attractiveness. The form which this illumination takes should also be considered at an early stage. For example, a suitably designed fascia box in a solid material which allows internal illumination to show through cut out lettering can be a very effective solution, whilst internally illuminated box mounted signs in an opaque material is an unsightly option and will be discouraged. External lights can also be an acceptable solution, either by means of trough lighting or carefully designed and located spot lighting.

The proposed totem would be a significant addition, however given it is on a site which is not considered to be overly distinctive or in close proximity to properties, the impact of the totem would not have a detrimental impact on the street scene. The totem is acknowledged to be modestly tall at approximately 3 metres, however given the street is home to a larger totem measuring at 7 metres in height at the entrance to Tesco to the south of the site, the totem is not considered to be a feature which would be out of place with the character of the area. The 3-metre height of the totem is lower than the eaves' height of the property to which the totem is associated. The illuminated element of the totem has been detailed within the application form to have a red and white background. The bottom of the totem below the illuminated screen is proposed to be of solid material coloured red. This colour scheme would be in keeping with the existing fascia advertising on the shop.

Although the totem sign is to the front of the shop in the forecourt/parking area and is beyond the building line of the properties to the South, it is not beyond the building line of the terraced dwellings to the north. As such, this reduces the prominence of the totem.

It is therefore considered that the proposal is acceptable in terms of visual amenity and in compliance with Local Plan policy D1: High-Quality Design and Place Making and as such carries significant weight in favour of the application.

Residential Amenity

The illumination proposed to the upper of the totem is proposed to be static and of low level of internal illuminance at 300 cd/m². The proposed illumination would therefore be unlikely to cause any light pollution to neighbouring residential properties. The neighbouring property to the northeast of the totem which would face the illumination would not be impacted given the illumination faces a blank gable elevation. The properties to the southwest of the properties which would face the illumination would be substantially distanced by approximately 33 metres. The residential properties above the mixed use shops, including the site property, are the nearest to the totem pole, however given the proposed illumination is considered low level and would not directly face the face of the totem, they are unlikely to be detrimentally impacted by the proposal. Given The totem would be at a maximum height of 3 metres, the illuminated part of the totem would not be at a lower height to nearby residential windows. Given the totem would be located a significant distance from residential dwellings and the totem is orientation side on from the nearest residential, it is unlikely the totem would overshadow or reduce levels of residential amenity.

It is therefore considered that the proposal would not result in a significant increase in overshadowing, reduced levels of outlook or increased levels of illuminance pollution to a detrimental level and is in compliance with Local Plan Policy GD1 General Development. This carries considerable weight in favour of the application.

Highway Safety

The advertisement raises no concerns from highways safety perspective given the proposed totem would be positioned back from the public highway and above head height. The proposed illumination is also considered to be low level and would not detrimentally distract drivers. The totem would not result in the loss of any designated parking facility.

As such the proposal is considered acceptable in terms of its impact on highway safety and in compliance with Local Plan Policy T4 New Development and Transport Safety. This carries considerable weight in favour of the application.

Planning Balance and Conclusion

For the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant plan policies and planning permission should be granted subject to necessary conditions. Under the provisions of the NPPF, the application is considered to be a sustainable form of development and is therefore recommended for approval.

RECOMMENDATION: Approve subject to conditions

Justification

STATEMENT OF COMPLIANCE WITH ARTICLE 35 OF THE TOWN AND COUNTRY DEVELOPMENT MANAGEMENT PROCEDURE ORDER 2015

It has been necessary to make contact with the applicant to request amendments to the proposal during the consideration of the application, the totem was reduced in height and width.

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering objections, the determination of the application and the resulting recommendation. It is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.