

## **UTT/1321/11/AV (SAFFRON WALDEN)**

(Referred to Committee by Cllr Perry. Reason: Impact on the Conservation Area, Listed Building and the street scene)

**PROPOSAL:** Replacement of externally illuminated fascia sign, externally illuminated hanging sign and wall mounted sign

**LOCATION:** 14A High Street, Saffron Walden

**APPLICANT:** Mr F Djemal (Calzone)

**AGENT:** Gino Lombardo Associates Ltd

**GRID REFERENCE:** TL 539-384

**EXPIRY DATE:** 16 September 2011

**CASE OFFICER:** Miss K. Benjafield

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### **1. NOTATION**

1.1 Within Development Limits / Conservation Area / Grade II Listed Building

### **2. DESCRIPTION OF SITE**

2.1 The site is located adjacent to the mini roundabout forming the junction of Hill Street, East Street and Common Hill. The property is a three storey building with a pizza take-away business occupying the ground floor.

### **3. PROPOSAL**

3.1 This application relates to listed building consent for the replacement of existing signs for the take-away business. The existing signs are unauthorised and have been subject to enforcement investigation. Three new signs are the subject of this application and these comprise:

- a) a fascia sign measuring 0.87m x 7.04m
- b) a projecting sign measuring 0.6m x 0.75m
- c) a sign fixed to the wall of the building measuring 0.95m x 0.8m

3.2 The fascia sign and the projecting sign would both be externally illuminated by existing lighting.

### **4. APPLICANT'S CASE**

4.1 A design and access statement has been submitted with the application. This provides details of the existing use of the ground floor, the circumstances surrounding the installation the unauthorised signs, details of the listed building, details of the proposed signs and the pre-application discussions that have been undertaken.

### **5. RELEVANT SITE HISTORY**

5.1 The site has been subject to a number of previous applications for planning and listed building consent. None of these are relevant to the current application.

### **6. POLICIES**

6.1 **National Policies**

Policy PPS5 - Planning for the Historic Environment

## 6.2 East of England Plan 2006

Policy ENV6 - The Historic Environment

## 6.3 Essex Replacement Structure Plan 2001

N/A

## 6.4 Uttlesford District Local Plan 2005

Policy GEN2 - Design

Policy ENV1 - Design of Development within Conservation Areas

Policy ENV2 - Development affecting Listed Buildings

## 7. PARISH/TOWN COUNCIL COMMENTS

7.1 No objections.

## 8. CONSULTATIONS

Design Advice

8.1 The proposal subject of this application is for new signage on the existing fascia, hanging sign and flat sign on the wall by the entrance to the flat. This application follows an enforcement investigation following report of unauthorised work.

At the subsequent site meeting the officers expressed their concerns at the visually harsh unauthorised work and suggested a more acceptable scheme. As a result of further negotiations, the size of the lettering on the existing fascia would be reduced, the sign attached to the historic doors to the flat would be relocated on a face of the wall and an appropriate hanging sign would be mounted on the plain pilaster. In addition it appears that the overall colour scheme would be subdued although remaining within the same family of colours.

In conclusion and on balance I would suggest approval subject to the following condition.

- All new signs to be formed in non reflective and matt materials.

ECC Highways

8.2 The Highway Authority would not wish to raise an objection to the above application subject to the following condition:

The proposed light source for the externally illuminated signs shall be so positioned and shielded, in perpetuity, to direct light towards the proposed advertisement sign and away from the Highway.

Reason: To ensure that users of the highway are not subjected to glare and dazzle in the interest of highway safety to ensure that the development accords with the Highway Authority's Development Management Policies, adopted as County Council Supplementary Guidance in February 2011 and Uttlesford Local Plan Policy GEN1.

## 9. REPRESENTATIONS

9.1 None received. Period expires 1 September.

## 10. APPRAISAL

The issues to consider in the determination of the application are:

- A Whether the advertisements would be harmful to the amenities of the area
- B Whether the advertisements would constitute a hazard to public safety

A Whether the advertisements would be harmful to the amenities of the area

10.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state that a local planning authority when determining an application made under these provisions shall only exercise its determination powers with regards to amenity and public safety. Any material policies of the development plan or other relevant factors shall be taken into consideration when making a determination. The Uttlesford Local Plan does not contain any specific policies relating to the display of advertisements, however Policies GEN2, ENV1 and ENV2 would be appropriate in this instance.

10.2 The effect on amenity takes into consideration the general characteristics of the locality, including the presence of any feature of historic, architectural or cultural interest. The site comprises a Grade II Listed Building with listed buildings in the vicinity and is set within the Conservation Area. The Council's Conservation Officer has been involved in pre-application negotiations for the proposals following enforcement investigations relating to the existing unauthorised signs.

10.3 The revisions made to the proposed signs as a part of the negotiations have resulted in a scheme of advertisements that would be less prominent within the streetscene. The proposed signage would be appropriate to the historic character and appearance of the listed building and the adjacent properties, in addition to the character of the surrounding area. Subject to the imposition of conditions, the proposed advertisements would not harm the amenities of the area.

B Whether the advertisements would constitute a hazard to public safety

10.4 In the case of public safety, the relevant factors to consider include the safety of persons using any highway and whether the display of the advertisement would obscure traffic signs or would create a hazard. The Local Highways Authority has been consulted with regard to the proposed signs and has no objection to them. The signs would not create a hazard to persons using the highway and are therefore acceptable.

## **11. CONCLUSION**

The following is a summary of the main reasons for the recommendation:

- A The proposed signs would be visually appropriate to the historic character and appearance of the building and the surrounding area and are acceptable.
- B The proposed signs would not constitute a hazard to public safety.

## **RECOMMENDATION – CONDITIONAL APPROVAL**

### **1. Advertisements standard conditions**

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:-
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.  
REASON: To comply with the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
2. This consent does not authorise any flashing, intermittent or recurring form of illumination.  
REASON: To prevent an inappropriate form of illumination within the conservation area.
3. The intensity of illumination of the display shall not exceed a steady brightness of 800 Candelas per square metre.  
REASON: In the interests of visual amenity and traffic safety.
4. Any overhanging sign shall be positioned a minimum height of 2.3 metres above the footway surface and with a minimum of gap of 600mm to be maintained between the outward edge of the sign and the kerb line.  
REASON: To maintain highway safety.
5. Prior to the first use of any external lighting, details of how the light source shall be so positioned and shielded, to ensure that users of the highway are not affected by dazzle and/or glare, shall be submitted to and approved in writing by the Local Planning Authority. Subsequently the lighting shall implemented in accordance with the approved details and shall not be changed thereafter.  
Reason: To ensure that users of the highway are not subjected to glare and dazzle from lighting within the development in the interest of highway safety.

