

UTT/1342/11/LB (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

1. NOTATION

1.1 Within Development Limited/Grade II Listed Building/Within conservation Area

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 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 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.

9. REPRESENTATIONS

9.1 None received. Period expires 1 September.

10. APPRAISAL

The issue to consider in the determination of the application is:

A Whether the proposed signs would have a detrimental impact on the historic fabric, character or appearance of the listed building as outlined in Section 16(2) & 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (ULP Policy ENV2, PPS5).

10.1 The proposed signs were subject to pre-application negotiations with the Council's Conservation Officer. The resultant proposal addresses and addresses the concerns regarding the existing signage attached to the property which related to the materials used, the prominence of the lettering and the sign attached to the door to the flats above.

10.2 The proposed signs would be less visually intrusive as a result of the size of the lettering on the fascia being reduced and covering less of the fascia board, the

projecting sign would be reduced in size and the sign attached to the door would be repositioned on the wall of the building adjacent to the frontage as well as being reduced in size.

- 10.3 The Conservation Officer has no objection to the proposed signs subject to the imposition of a condition regarding the use of non-reflective and matt materials. The proposed signs have overcome the concerns regarding the existing signage and would not have a detrimental impact on the historic character or appearance of the listed building.

11. CONCLUSION

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

- A The proposed signage would have an acceptable and appropriate appearance that would not be detrimental to the character or appearance of the listed building.

RECOMMENDATION – CONDITIONAL APPROVAL

1. The works to which this consent relates shall be begun before the expiration of three years from the date of this consent.

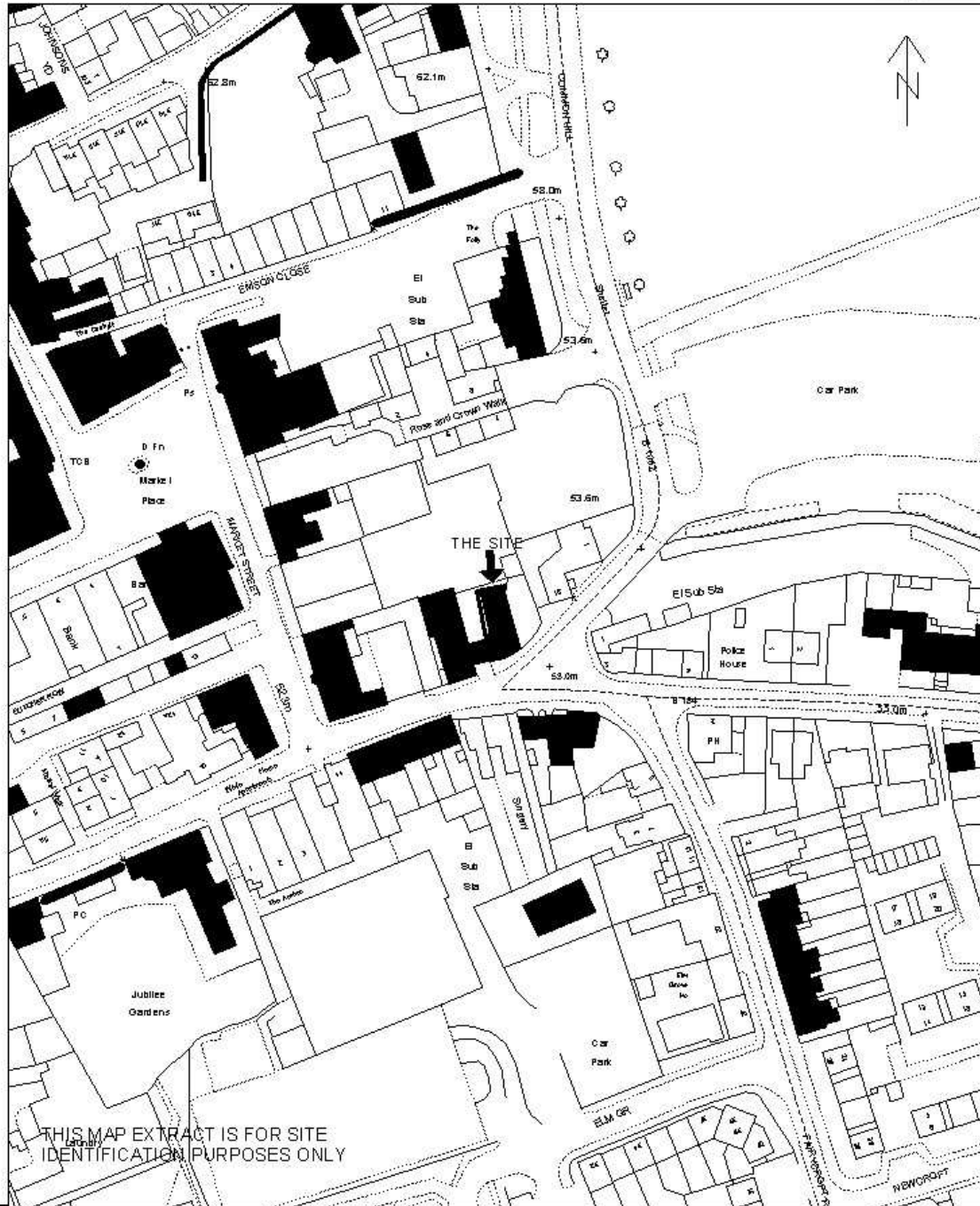
REASON: In order to comply with Section 18 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

2. The works hereby permitted shall be implemented in all respects strictly in accordance with the approved plans listed in the schedule of plans printed on this Decision Notice, unless agreed in writing by the local planning authority.

REASON: To ensure the scheme will be carried out as approved and because any changes must be agreed in advance in writing by the local planning authority

3. The signs hereby permitted shall be formed using non-reflective materials with a matt finish.

REASON: In the interests of preserving the historic character and appearance of the Listed Building and its setting.



THIS MAP EXTRACT IS FOR SITE IDENTIFICATION PURPOSES ONLY

Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office.

Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

Uttlesford District Council Licence No: 100018688 (2007).

DATE 09/09/2011

MAP REFERENCE: IL5338SE

SCALE 1:1250