

UTT/19/2793/LB (SAFFRON WALDEN)

(Cllr Freeman. Reason: Inappropriate signage in a Conservation Area, and on a listed building, and impact on the street scene of an historic street in the Conservation Area)

DEVELOPMENT: **Retention of 2 no. non-illuminated fascia signs, internal branded roller blinds and internal signage. Removal of 1 no. fascia sign to bay window**

LOCATION: **24 Church Street Saffron Walden Essex**

APPLICANT: **Mullucks Estate Agents**

AGENT: **Mr I Abrams**

EXPIRY DATE: **2nd January 2020 (EOT 24th February 2020)**

CASE OFFICER: **Nicola Perry**

1. NOTATION

- 1.1 Within Development Limits;
Conservation Area;
Listed Building;
Archaeological Site.

2. DESCRIPTION OF SITE

- 2.1 The application site comprises a Grade II listed commercial building, located in Church Street on the corner with Museum Street. The two storey building is of traditional timber framed and plastered construction with a clay tiled roof. On the ground floor a full width bay shop window set under a jetty fronts Church Street, with two adjacent sash windows. A panelled entrance door is positioned at the corner of the building, with one adjacent sash window and a second panelled door at the far end, all front Museum Street with a long jetty above. The shop is situated amongst other historic buildings, many of which are also listed, within the Conservation Area for Saffron Walden.

3. PROPOSAL

- 3.1 Retrospective consent for the retention of 2 no. non-illuminated signs to the external façade of the building, window displays in the form of branded roller blinds fitted internally to the windows and internal signage comprising graphics on the rear wall and a glazed panel. Includes the removal of 1 no. external fascia sign located below the bay window fronting Church Street.

4. ENVIRONMENTAL IMPACT ASSESSMENT

- 4.1 The development does not constitute 'EIA development' for the purposes of The Town and Country Planning (Environmental Impact Assessment) Regulations 2017.

5. APPLICANT'S CASE

- 5.1 The application includes the following documents:
- Design and Access and Heritage Statement

6. RELEVANT SITE HISTORY

- 6.1 A/UTT/0152/84 & LB/UTT/0153/84 – Advertisement and listed building consent was granted in March 1984 for two non-illuminated shop signs.

UTT/19/1478/AV – The application follows the granting of advertisement consent for the retention of no.2 non-illuminated external signs, branded roller blinds and internal signage Split Decision in October 2019.

APPROVE WITH CONDITIONS:

1. retention of no.2 of the no.3 non-illuminated signs located at first floor level on the external façade of the building
2. window displays in the form of branded roller blinds fitted internally to the windows
3. internal signage comprising graphics on the rear wall and glazed panel

REFUSE:

4. external no.1 fascia sign located at ground floor level on the south elevation below the bay shop window.

REFUSAL REASON:

The siting, size and appearance of the sign is visually prominent and the cumulative impact of the signage is disproportionate, resulting in a significantly adverse impact to the visual amenity of the locality with particular regards to the architectural and historic attributes of the listed building and conservation area. As such the advertisement does not comply with Policies GEN2, ENV1 and ENV2 of the Uttlesford Local Plan (adopted 2005) and the principles of the Town and Country Planning Advertisement Regulations 2007 (as amended).

7. POLICIES

- 7.1 S16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that, in considering whether to grant listed building consent for any works, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

The National Planning Policy Framework (NPPF)(2019) and Policies GEN2 and ENV2 of the Uttlesford Local Plan (2005) are material considerations.

A full list of policies taken into account whilst reviewing this application are listed below.

Uttlesford Local Plan (2005)

- 7.2 Policy ENV2 – Development affecting Listed buildings

Supplementary Planning Documents/Guidance

- 7.3 Not applicable.

National Policies

- 7.4 National Planning Policy Framework (NPPF)(2019)
Planning (Listed Buildings and Conservation Areas) Act 1990
- Sections 16(2)

Other Material Considerations

- 7.5 Emerging Local Plan:
- Policy EN4 – Development affecting Listed Buildings

8. TOWN COUNCIL COMMENTS

- 8.1 Noted no objections (received 3rd December 2019)

9. CONSULTATIONS

Place Services - Built Heritage Advice (received 20th January 2020)

9.1 RE: 24 Church Street, Saffron Walden

This application is for the retention of two non-illuminated fascia signs, the removal of one fascia sign below a bay window, and for internal branded roller blinds and internal signage.

24 Church Street is a grade II listed timber-framed building dating from the 15th century and later. It is an attractive building occupying a prominent corner position in the Saffron Walden Conservation Area.

I do not regard this application as well presented. There is no information on the materials used for the manufacture of the signage, nor a plan to show the internal signage. Nevertheless, in the context of the previous refused applications, I would make the following recommendations:

- That the installation of the two external high level signs, and the removal of the low level sign below the bay window, be approved
- That the roller blind signage be refused. I agree with the previous advice that this display of coloured advertising material and branding would be excessive, out of character with the listed building and Conservation Area, and damaging to them, and as such paragraph 196 of the NPPF is relevant.
- The internal signage is acceptable subject to a condition requiring the applicant to submit information which satisfies the local planning authority that it will be reversible and have no adverse impact on the historic fabric of the building.

- 9.2 The comments made by the Conservation Officer have been addressed in the appraisal below.

10. REPRESENTATIONS

- 10.1 No comments received.

11. APPRAISAL

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

A Whether the proposal would adversely impact the historic fabric and setting of the Listed Building, as outlined in Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (ULP Policy ENV2, NPPF)

A Whether the proposal would adversely impact the historic fabric and setting of the Listed Building, as outlined in Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (ULP Policy ENV2, NPPF)

11.1 Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act, 1990 states that a planning authority shall have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses and local planning authorities are required to apply this statutory advice when determining listed building applications. ULP Policy ENV2 advises that development affecting a listed building should be in keeping with its scale, character and surroundings. Demolition of a listed building, or development proposals that adversely affect the setting, and alterations that impair the special characteristics of a listed building will not be permitted.

11.2 These policies are further supported by the aims of the NPPF, paragraph 189 states that "*In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made to their setting*", whilst paragraph 196 states that "*Where in cases where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use*".

11.3 The application seeks retrospective consent for the installation of internal and external advertising signage and window displays to a Grade II listed building. In view of the listed status consultation is required, Place Services Conservation Officers have reviewed the application and have responded to advise that the installation of the two external high level signs, and the removal of the low level sign below the bay window is supported. They have advised that the window displays comprising internal roller blind signage is not supported, as the display of coloured advertising material and branding is considered excessive, out of character with the listed building and Conservation Area, and damaging to them. However the internal signage comprising graphics on the rear wall and glazed panel is acceptable subject to a condition requiring the applicant to submit information which satisfies the local planning authority that it will be reversible and have no adverse impact on the historic fabric of the building.

11.4 Taking account of this advice, it is considered that the removal of the ground floor non-illuminated external fascia sign, located below the bay shop window would be sufficient to reduce the impact of the disproportionate amount of advertising to the character of the listed building. Subsequently the roller blinds would represent the primary branding at ground floor level and therefore on balance it is considered that their impact would be moderated. Furthermore no objections have been raised to suggest the roller blinds are harmful to the historic fabric of the building and planning officers are of the understanding that

listed building consent is not required for the installation of this type of window dressing.

- 11.5 As such it is considered that the development would not adversely impact the historic fabric or setting of the Listed Building and therefore accords with Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, ULP Policy ENV2 and the NPPF.

12. CONCLUSION

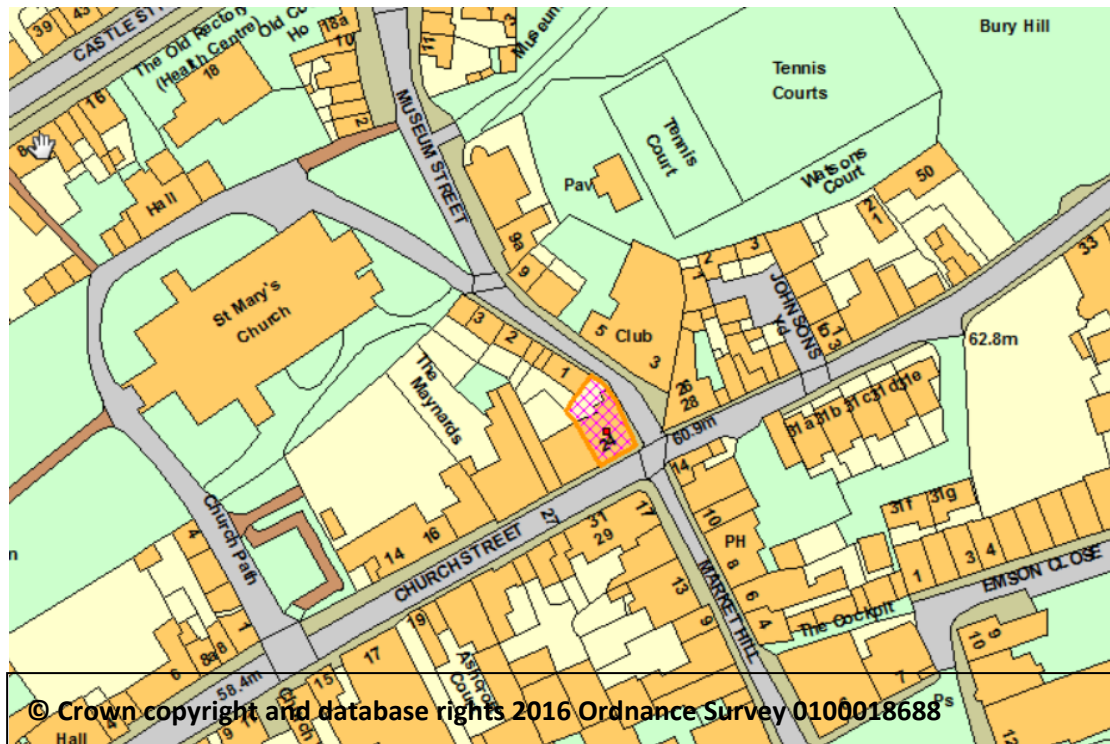
The following is a summary of the main reasons for the recommendation:

- A** The development is considered to be acceptable and complies with National and Local Planning Policies and the requirements of Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990. As the works have already been undertaken no conditions are required in this respect. It is therefore recommended that the application is approved.

RECOMMENDATION – UNCONDITIONAL APPROVAL

Application: UTT/19/2793/LB

Address: 24 Church Street, Saffron Walden, Essex CB10 1JW



Organisation: Uttlesford District Council

Department: Planning

Date: 31st January 2020