

13/00764/ADV**28 HIGH STREET RAYLEIGH**

1 NO. INTERNALLY ILLUMINATED FASCIA SIGN, 1 NO. INTERNALLY ILLUMINATED PROJECTING SIGN, 2 NO. INTERNALLY ILLUMINATED MENU UNITS, 1 NO. NON-ILLUMINATED INTERNAL MAP SIGN, 6 NO. NON-ILLUMINATED OVAL TAG VINYL SIGNS, 6 NO. NON-ILLUMINATED VINYL SIGNS AND 4 NO. NON-ILLUMINATED BREEZE SCREEN SIGNS

APPLICANT: GONDOLA GROUP

ZONING: PRIMARY SHOPPING

PARISH: RAYLEIGH TOWN COUNCIL

WARD: WHEATLEY

In accordance with the agreed procedure this item is reported to this meeting for consideration.

This application was included in Weekly List No.1223 requiring notification of referrals to the Head of Planning and Transportation by 1.00 pm on 5th March 2014 with any applications being referred to this meeting of the Committee. The item was referred by Cllr Mrs M J Webster.

The item that was referred is appended as it appeared in the Weekly List, together with a plan.

1 NOTES**The Site and Location**

- 1.1 The site is on Rayleigh High Street and is within both the Primary Shopping Frontage Area and the Conservation Area.

2 PROPOSAL

- 2.1 Advertisement consent is sought for replacement signage at a branch of the Ask restaurant chain. The following signage is proposed:-

- Sign A. Front fascia sign. This would extend across the 11027mm shop frontage with a height of 1235mm. It would feature the lettering 'Ask Italian' and 'Italian Restaurant,' which would be internally illuminated.

- Sign B. Projecting sign. This would have a width of 926mm and a height of 1210mm and features the 'Ask Italian' lettering with background illumination.
- Sign C. Two illuminated menu units affixed to the wall at both ends of the frontage. These would have a width of 385mm and a height of 815mm.
- Sign D. Non-illuminated Italian map sign with a width of 1500mm and height of 2500mm.
- Sign E. Six oval signs of dimensions 550mm x 431mm with the lettering 'Ask Italian' and 'Italian Restaurant' in vinyl attached at intervals to the window frontage.
- Sign F. Four lengths of 55mm diameter circular dot signs attached to windows between each Sign E.
- Sign G. Length of 970mm high barrier breeze screens to be placed on exterior pavement.

3 RELEVANT PLANNING HISTORY

- 3.1 09/00488/COU Change of use from A1 (retail) to A3 (restaurant). Approved 6 October 2009.
- 3.2 10/00036/ADV Internally illuminated fascia and hanging sign, vinyl lettering. Refused 21 April 2010.
- 3.3 11/00054/ADV_C Enforcement case relating to unauthorised illuminated signage.

4 MATERIAL CONSIDERATIONS

- 4.1 Issues for consideration are amenity and safety. The amenity matters are:-
 - the impact on the visual amenity of the area;
 - the impact on the character and appearance of the conservation area;
 - residential amenity.
- 4.2 Of relevance to this application are policies SAT9, SAT10 and SAT11. Policy SAT9 requires that advertisements should be designed and sited such that they relate to the character of the buildings on which they are displayed as well as the surrounding area. In addition policy SAT10 requires that within Conservation Areas the use of internally illuminated fascia and projecting box signs will not be permitted. SAT11 seeks to restrict the proliferation of advertisements on any one building or site.

Visual Amenity

- 4.3 Rayleigh Town Council has raised an objection to the illumination of the signs, being contrary to policy SAT10. The ECC Historic Buildings and Conservation Officer considers that internally illuminated signage, given the age and character of the building, would be generally acceptable, but is concerned about visual clutter. It is noted that illuminated parts of the proposed signage relate to the lettering only and thus would be relatively innocuous.

Conservation Area

- 4.4 The building to which the signs relate is in a Conservation Area where the Council has a duty to consider if a proposal would preserve and enhance its character and appearance.
- 4.5 Many of the same considerations that apply in considering the impact on the appearance of the building itself and the visual appearance of the locality also apply in the context of considering the impact on the Conservation Area.
- 4.6 The ECC Historic Buildings and Conservation Officer considers that the proposed signage, given the age and character of the building, would be generally acceptable but cannot recommend approval due to visual clutter. The officer is concerned about the proliferation of written material associated with this application. Including the principal signs, there are at least 15 uses of the "ASK" logo on the frontage which, in a Conservation Area location, is excessive and would be detrimental to the character and appearance of the street. It should not be used on the windows or the screens, to avoid visual clutter.

Residential Amenity

- 4.7 The proposal relates to fascia signage on a restaurant in a town centre location and objections on grounds of harm to residential amenity would not be sustainable.

Highway Safety

- 4.8 The advertisements are not considered to cause any harm to the users of the highway and the Local Highways Authority has no objection to the proposal.

5 CONSULTATIONS AND REPRESENTATIONS

- 5.1 RAYLEIGH TOWN COUNCIL - The Town Council objects to this application as it deliberately contravenes the requirement of Local Plan policy SAT10 (advertisements within Conservation Areas). When the ASK company applied for planning permission to convert the former Woolworth store in Rayleigh into a restaurant they made a presentation to the Town Council, part of which was an undertaking to abide by Local Plan policies regarding signage in the Conservation Area. However, having obtained planning permission, they then

ignored this undertaking, installing internally illuminated signage despite being advised that this was contrary to SAT10. We further note that this company has installed signage that conforms to policy in Conservation Areas in other towns (e.g. Winchester).

- 5.2 ECC HIGHWAYS - No objection, subject to luminance condition.
- 5.3 ECC HISTORIC BUILDINGS AND CONSERVATION - This is an application to install advertising material at the above unlisted building in the Conservation Area.
- 5.4 Given the character and appearance of the building, which I believe was the old Woolworth store; I consider that the proposal would be generally acceptable.
- 5.5 The fascia and wall-mounted signs are to be internally illuminated, but this appears to be confined to the lettering only. These would be acceptable, as would the small menu signs.
- 5.6 I have no objection to the addition of "breeze screens" in principle, but their function is obscure, unless it is also proposed to add external tables, and their location on the pavement is not shown.
- 5.7 I am concerned, however, about the proliferation of written material associated with this application. Including the principal signs, I estimate at least 15 uses of the "ASK" logo on the frontage, which, in a Conservation Area location, is excessive and would be detrimental to the character and appearance of the street. It should not be used on the windows or the screens, to avoid visual clutter.
- 5.8 The signage in the form of a map of Italy is inadequately explained and I have no real idea of what is being proposed or where it is to go.
- 5.9 Because of the above matters, I cannot recommend approval for this application as it stands.

6 SUMMARY/CONCLUSION

- 6.1 It is considered that the proposal would be generally acceptable, however, the window signs E and F are excessive and would lead to visual clutter contrary to policy SAT11. A condition is considered necessary to exclude these from advertisement consent. The remainder of the signage is considered to be acceptable and in accordance with the character of the building to which it relates and acceptable within the Conservation Area.

7 RECOMMENDATION

7.1 It is proposed that the Committee RESOLVES

That planning permission be granted, subject to the following conditions:-

- (1) SAC1 Advert Time Limit (5 Years)
- (2) Notwithstanding the approved plans this consent does not include Sign E (550mm Oval Tag Vinyl) and Sign F (Manifestation Vinyl); in accordance with Policy SAT11, which requires the Local Planning Authority to exercise strict control to prevent a proliferation of advertisements on any one building or site.
- (3) SAC3 Advert - Standard Condition



Shaun Scrutton

Head of Planning and Transportation

Relevant Development Plan Policies and Proposals

SAT9, SAT10, SAT11, of the Rochford District Council Adopted Replacement Local Plan

CP2 of the Rochford District Council Core Strategy 2011

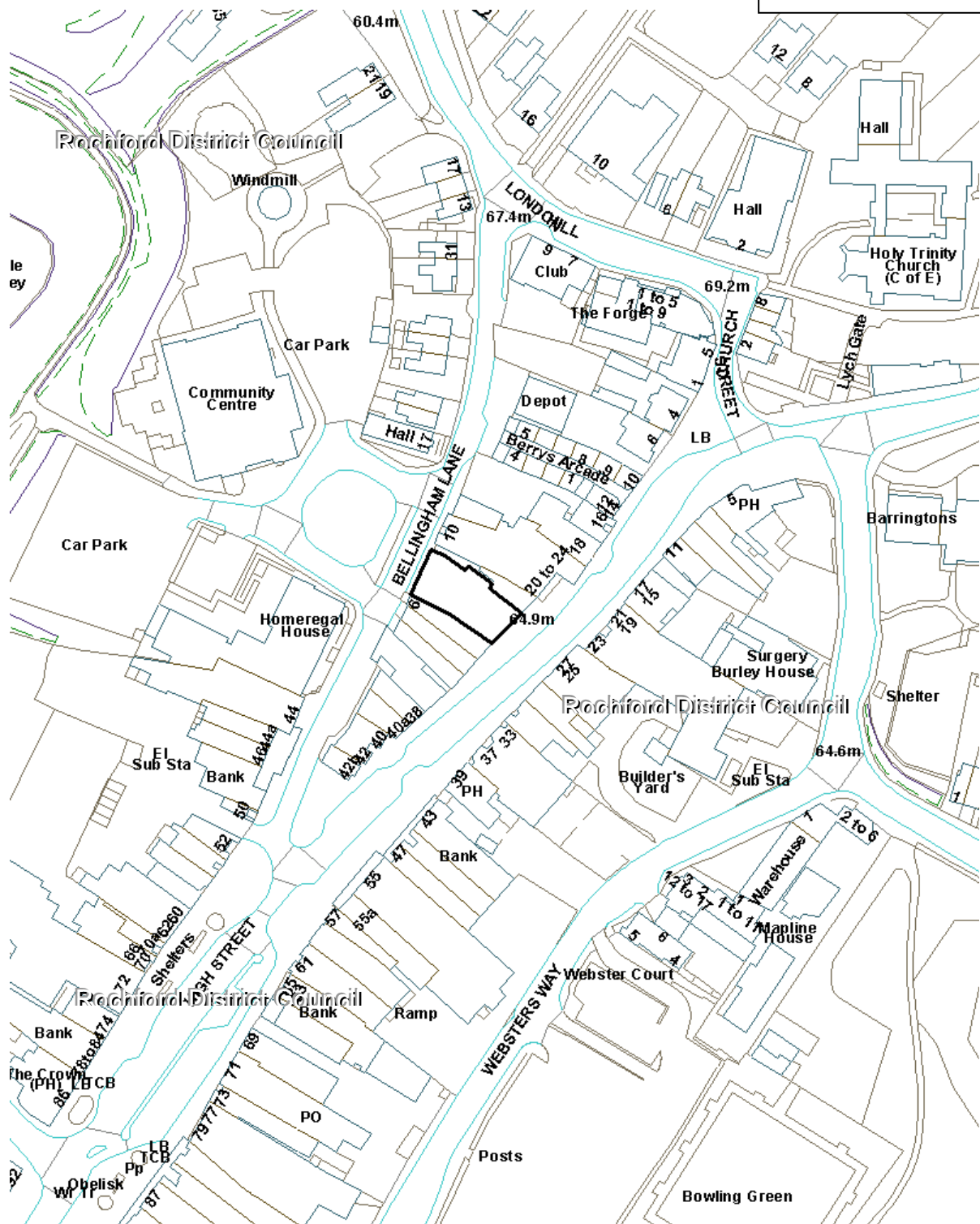
For further information please contact Robert Davis (Town Planner) on:-

Phone: 01702 318095

Email: robert.davis@rochford.gov.uk

If you would like this report in large print, Braille or another language please contact 01702 318111.

13/00764/ADV



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. This copy is believed to be correct.

Nevertheless Rochford District Council can accept no responsibility for any errors or omissions, changes in the details given or for any expense or loss thereby caused.

Rochford District Council, licence No.LA079138



NTS

7.1.6