
REFERRED ITEM R5

**TITLE: 09/00501/ADV
REPLACEMENT OF EXISTING SIGNAGE TO FRONT
ELEVATION WITH INTERNALLY ILLUMINATED FASCIA
SIGN AND INTERNALLY ILLUMINATED PROJECTING SIGN
AND NEW INTERNALLY ILLUMINATED SIGN TO REAR
ELEVATION
63 - 65 HIGH STREET RAYLEIGH**

APPLICANT: BARCLAYS BANK PLC

ZONING: PRIMARY SHOPPING FRONTAGE

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. 1003 requiring notification of referrals to the Head of Planning and Transportation by 1.00 pm on Tuesday, 13 October 2009, 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.

After this list went to print the following response was received from Rayleigh Town Council:-

Rayleigh Town Council

The Town Council objects to this application as the corporate signage in this application does not conform to Saved Policy SAT10 and it strongly objects to the relaxed attitude towards Conservation Areas, which is not uniform throughout the District.

NOTES

- 5.1 This application relates to the branch of Barclays Bank located within the Rayleigh Conservation Area and Primary Shopping Frontage Area. The proposal involves alterations to the front and rear of the building.

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- 5.2 The proposal involves an internally illuminated sign on the Websters Way elevation consisting of the Barclays name in blue lettering and the black spread eagle logo. The signage would be situated 4.11 metres above ground level and located above a roller shutter door. The logo and lettering would be between 0.4 metres and 0.555 metres in height and extends over a width of 3.232 metres.
- 5.3 The High Street elevation would also feature an illuminated sign; details as above and is to replace existing signage. In addition there would be a circular internally illuminated projecting sign with a diameter of 0.77 metres that features the eagle logo in blue with a black outline. This would also replace an existing projecting sign.
- 5.4 It is considered that the proposed signage and alterations are appropriate developments. The building is of a modern appearance, as are other commercial buildings in the vicinity, and the appearance of the Conservation Area would not be affected. The County Council Historic Buildings Adviser has no objection to the proposal. The County Highways Officer also has no objection and has recommended a condition restricting the illumination levels as is the norm in applications for illuminated signage.
- 5.5 **County Highways**
No objection. Condition recommended regarding max luminance.
- 5.6 **County Historic Buildings**
No objection on conservation grounds.

APPROVE

- 1 SAC1 Advert Time Limit (5 Years)
- 2 SAC3 Advert - Standard Condition
- 3 The maximum luminance of the advertisement(s) hereby permitted to be displayed shall not exceed 800 cd/m.sq. in accordance with the ILE Technical Report Number 5 (Third Edition).

REASON FOR DECISION

The proposal is considered not to cause significant harm to amenity or public safety or to any development plan interests or harm to any other relevant factors.

Relevant Development Plan Policies and Proposals

SAT9, SAT10, of the Rochford District Council Adopted Replacement Local Plan As saved by Direction of the Secretary of State for Communities and Local Government in exercise of the power conferred by paragraph 1(3) of schedule 8 to the Planning and Compulsory Purchase Act 2004. (5 June 2009)

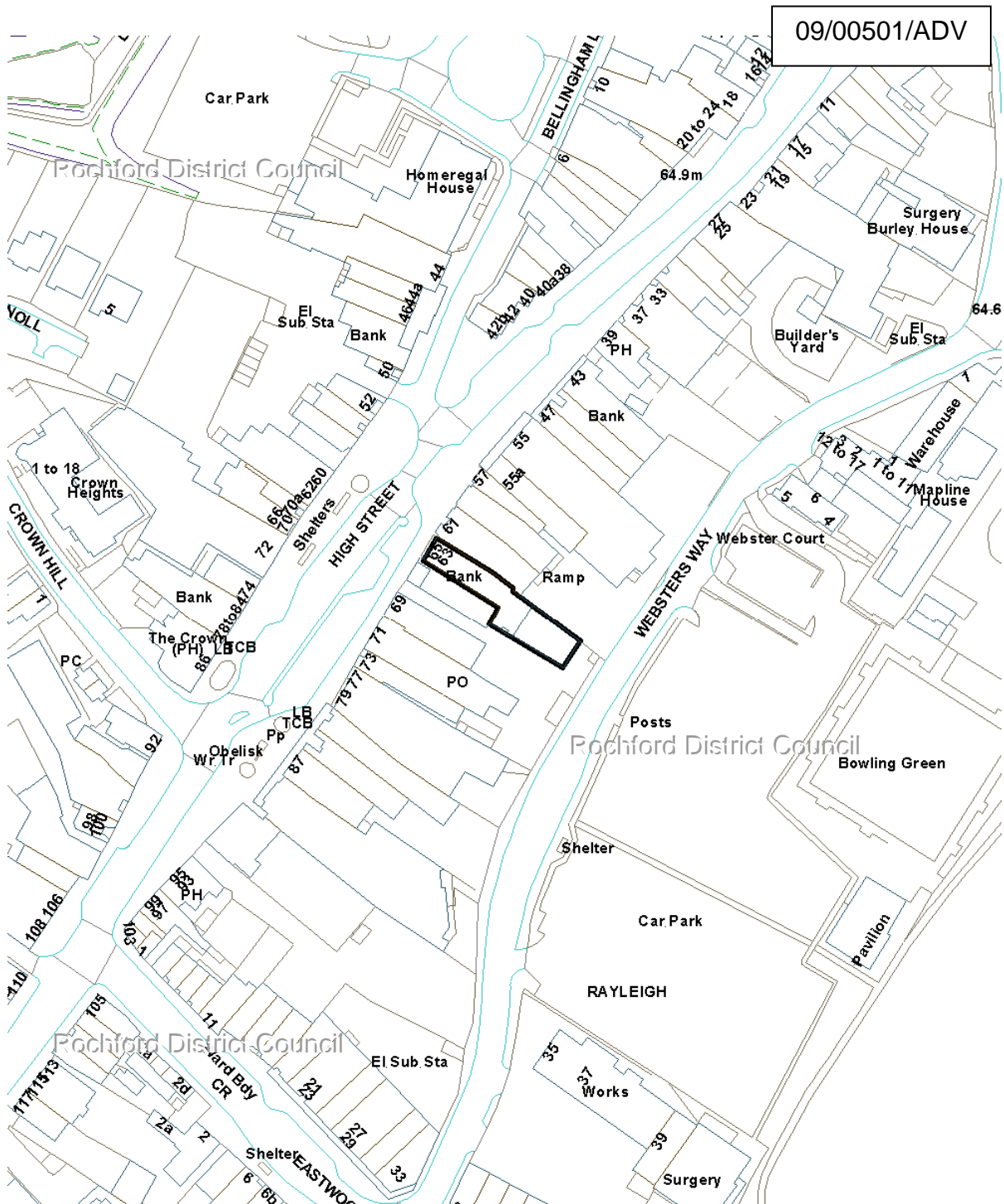


Shaun Scrutton
Head of Planning and Transportation

For further information please contact Robert Davis on (01702) 318095.

The local Ward Members for the above application are Cllrs J M Pullen and Mrs M J Webster.

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