
REFERRED ITEM R4

**TITLE: 09/00521/ADV
REPLACEMENT OF EXISTING SIGNAGE, 1 NO.
EXTERNALLY ILLUMINATED FASCIA LETTERING SIGN, 1
NO. INTERNALLY ILLUMINATED ATM HEADER PANEL, 1
NO. VINYL WINDOW SIGN AND 1 NO. LETTERBOX
COVERPLATE
61 HIGH STREET RAYLEIGH**

APPLICANT: ABBEY NATIONAL PLC

ZONING: PRIMARY SHOPPING

PARISH: RAYLEIGH TOWN COUNCIL

WARD: WHEATLEY

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

This application was included in Weekly List no. 1006 requiring notification of referrals to the Head of Planning and Transportation by 1.00 pm on Tuesday, 3 November 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.

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- 4.1 **Rayleigh Town Council:** Objects - corporate signage does not conform to Saved Policy SAT10 and strongly objects to the relaxed attitude towards the Conservation Area, which is not uniform throughout the district.

NOTES

- 4.2 Advertisement consent for replacement of existing signage: 1 no. externally illuminated fascia lettering sign, 1 no. internally illuminated ATM header panel, 1 no. vinyl window sign and 1 no. letterbox coverplate at the existing Abbey National Bank.
- 4.3 The bank is located on the eastern side of the High Street and is located within the primary shopping frontage and also the Conservation Area part of Rayleigh town centre. The predominant pattern of development in the immediate vicinity of the application site is primary retail frontage.
- 4.4 The replacement signage is required as the name of the bank has changed to Santander.

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- 4.5 Policy SAT10 - Advertisements within Conservation Areas.
- 4.6 The advert regulations require planning authorities to consider highway safety and amenity, with the latter point being considered against Policy SAT10. The proposed signs are acceptable in terms of design, construction, location on the building and means of illumination such that in design terms the advertisements would not give rise to any material harm to the character and appearance of this part of the Rayleigh Conservation Area. The main fascia sign is externally illuminated in accordance with Policy SAT10.
- 4.7 The County Conservation Officer recommends that the application be approved stating that the signage is the same as existing, except for the change in name.
- 4.8 The advertisements are considered to be appropriate in conservation terms and would not be harmful to the character of the site or surrounding area. Luminance conditions will be attached to the approval.
- 4.9 **County Highways Officer:** No objections, subject to luminance conditions.
- 4.10 **Historic Buildings Adviser:** 61 High Street is a modern building of traditional appearance in the Conservation Area. The existing signage is sympathetic to the character and appearance of the Conservation Area.
- 4.11 The replacement signage appears to copy the existing signage in all except what it actually reads. It does not introduce any additional lighting or more alien materials and lettering.
- 4.12 It therefore preserves the character and appearance of the Conservation Area and the application can be recommended for approval.

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 recommendations of the Institute of Lighting Engineers, as set out in the Technical Report No. 5 (Third Edition).
- 4 The lighting source to the externally illuminated signs shall be suitably positioned and shielded so as to avoid unnecessary glare or dazzle to the users of the nearby highway.

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REASON FOR DECISION

The proposal is considered not to cause significant harm to amenity or public safety or to any development plan interests, nor harm to any other relevant factors.

Relevant Development Plan Policies and Proposals

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 Monica Palmer on (01702) 318102.

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

