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**REFERRED ITEM R4**

**TITLE: 08/00869/ADV  
NON-ILLUMINATED HANGING SIGN  
3 WEST STREET ROCHFORD**

**APPLICANT: MRS T MANTON**

**ZONING: PRIMARY SHOPPING FRONTAGE**

**PARISH: ROCHFORD PARISH COUNCIL**

**WARD: ROCHFORD**

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

This application was included in Weekly List no. 982 requiring notification of referrals to the Head of Planning and Transportation by 1.00 pm on Tuesday, 19 May 2009 with any applications being referred to this meeting of the Committee. The item was referred by Cllr K J Gordon.

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

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- 4.1 **Rochford Parish Council:** No objections, subject to acceptability within the Conservation Area.

NOTES

- 4.2 Advertisement consent is sought for a non illuminated hanging sign.
- 4.3 The application site is located on the southern side of West Street and is within immediate proximity of the junction of the convergence of North, South, East and West streets. The property has a frontage facing north onto Market Square. The property is within the Rochford Conservation Area and is also a Listed Building. The building dates back to the 19th Century.
- 4.4 The property currently trades as a shoe shop named 'Simply Shoes'. There is currently no signage to this building.
- 4.5 The application proposes to introduce a non illuminated hanging sign to the front elevation of the property. The advertisement is located approximately 3.950m above ground level. The first floor to the building has two windows on the front elevation; the sign is proposed to be located between these windows. The new advertisement will have a red back ground colour with the words 'simply' written in black and 'shoes' written in white and of a slightly larger sized text. The sign is to be constructed of 18mm marine plywood with a 20mm wide decorative

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- beading. The hanging sign is to have dimensions of 0.9m in width and 0.3m in height and a depth of 0.28m.
- 4.6 The hanging sign is attached to the building with a black bracket. No details are supplied as to what materials this bracket is made of. With the inclusion of the bracket the sign will protrude from the building by approximately 1m.
- 4.7 When considering advertisements particular attention must be given to the size, materials and design of the proposed signage, together with their relationship to the building on which they are to be displayed. Advertisements of garish design, or inappropriate materials, can be detrimental to the appearance of the building on which they are displayed and to the character of the wider area. Conservation Areas and Listed Buildings are particularly sensitive to the style of advertising used on shops and businesses. As stated within Policy SAT10 traditional wooden, painted hanging signs are preferred to coloured plastic.
- 4.8 The proposed sign is to be constructed of the preferred timber, however with only a pantone reference. It is unclear whether this sign will be painted and whether the lettering will also be painted.
- 4.9 Consultations with the Conservation Officer have established that, although the sign is constructed of timber and has beading details, the bracket which attached the sign to the wall appears to be significantly chunky in relation to the sign to which it is supporting. Furthermore the shape of the sign is also not considered to be traditional. The hanging sign should be more square in shape and portrait in appearance.
- 4.10 Whilst elements of the proposal are promising it is considered that the opportunity should be taken to introduce a hanging sign that is traditional in design and appearance and as such is sympathetic to its sensitive location on a Listed Building and within the Conservation Area. It is not considered that the sign would enhance or preserve the character or appearance of the Listed Building or the Conservation Area and, as such, it is considered justified to refuse this application. The application is considered contrary to Policy SAT9 of the Rochford District Replacement Local Plan (2006).
- 4.11 **Essex County Highways:** No objections.
- 4.12 **Essex County Council Historic Buildings and Conservation Officer:** The shop is a listed building in the Conservation Area. As such any advertising material should be both attractive and of traditional appearance and construction. It should be of painted timber, with frame, and should be painted and lettered.
- 4.13 The application proposes a timber panel with a beading surround which is promising, but does not state if the sign is to be painted. A pantone reference number is inadequate.

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- 4.14 The bracket appears to be of square section and looks rather chunky for its size. It does not, after all, have to support much weight.
- 4.15 The least acceptable aspects of the design are the shape and exaggerated horizontal proportions of the sign. A wall mounted sign needs a certain visual weight in order to look as if it is hanging from the bracket in a traditional manner, rather than merely projecting from the wall. Such signs look better if square and best if they are portrait proportions. In this case the problem could be readily rectified by putting the word 'simply' above 'shoes'.
- 4.16 Do not consider that this sign would enhance or preserve the character and appearance of the Listed Building or the Conservation Area and cannot recommend consent.
- 4.17 It is proposed that this Committee **RESOLVES** to **REFUSE** the application for the following reason:-
- 1 The hanging sign, by way of its design and appearance, especially the exaggerated horizontal proportions, is considered to be of an unacceptable appearance for a location on a Listed Building and within a Conservation Area. Furthermore, the associated bracket is also considered to be an oversized and intrusive addition relative to the size of the advertisement and as such is unacceptable within this sensitive location. The hanging sign and associated bracket are considered detrimental to the character and appearance of the Conversation Area and the Listed Building. The sign neither enhances nor preserves the character and appearance of the Listed Building or the Conservation Area and is considered to have a poor relationship with the building and surrounding area to which it relates. The advertisement is considered contrary to Policy SAT9 of the Rochford District Replacement Local Plan (2006).

**Relevant Development Plan Policies and Proposals**

HP6, SAT9, SAT10, SAT11, of the Rochford District Council Adopted Replacement Local Plan

Supplementary Planning Document 2 (Housing Design)  
Supplementary Planning Document 5 (Vehicle Parking Standards)



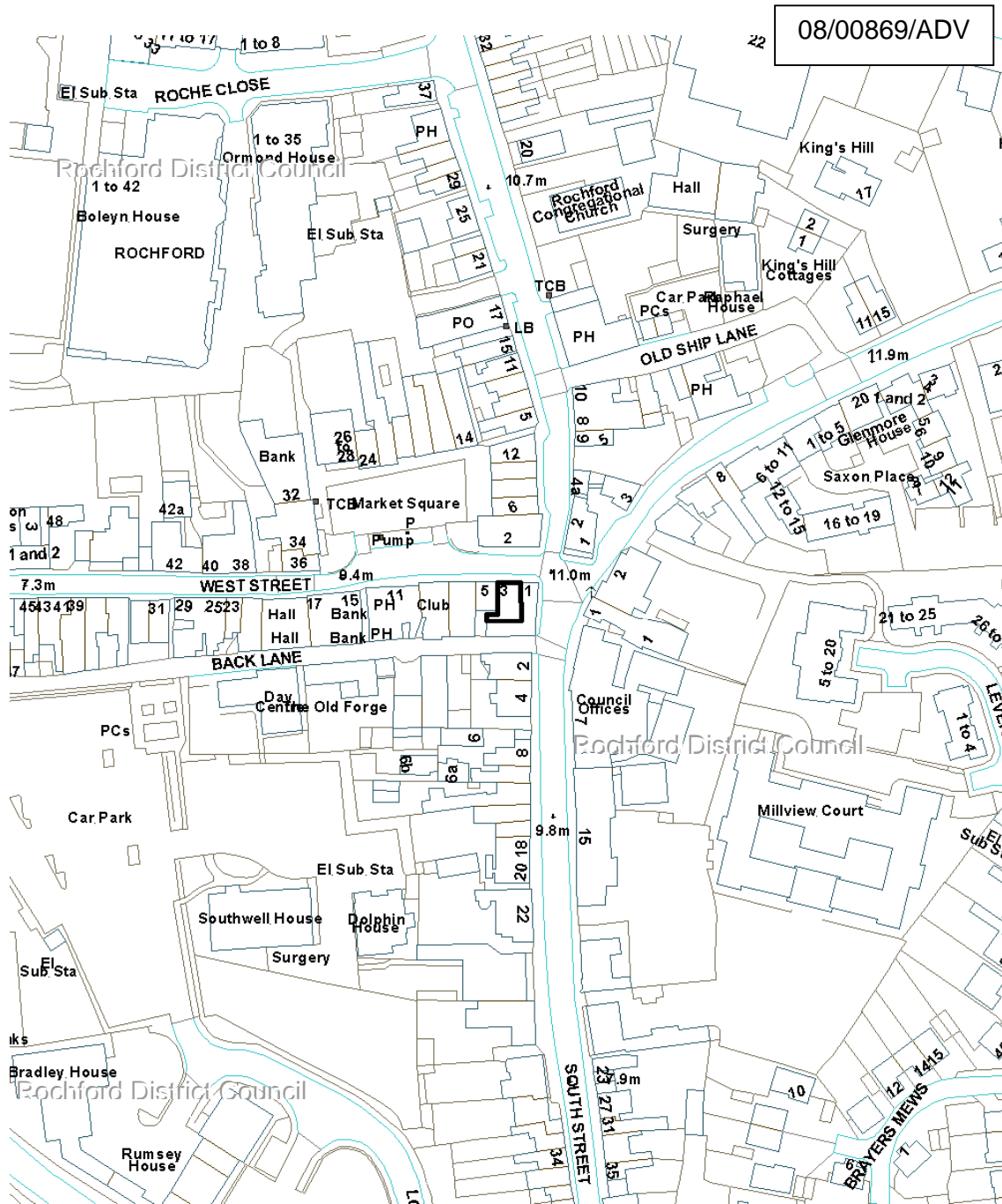
Shaun Scrutton  
Head of Planning and Transportation

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For further information please contact Katie Simpson on (01702) 546366.

The ward Members for this application are Cllrs J P Cottis, K J Gordon and Mrs G A Lucas-Gill.

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**REFERRED ITEM R5**

**TITLE: 08/00870/LBC  
NON-ILLUMINATED HANGING SIGN  
3 WEST STREET ROCHFORD**

**APPLICANT: MRS T MANTON**

**ZONING: PRIMARY SHOPPING FRONTAGE**

**PARISH: ROCHFORD PARISH COUNCIL**

**WARD: ROCHFORD**

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

This application was included in Weekly List no. 982 requiring notification of referrals to the Head of Planning and Transportation by 1.00 pm on Tuesday, 19 May 2009 with any applications being referred to this meeting of the Committee. The item was referred by Cllr K J Gordon.

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

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- 5.1 **Rochford Parish Council:** No objections, subject to acceptability within the Conservation Area.

NOTES

- 5.2 Listed Building Consent is sought for a non illuminated hanging sign.
- 5.3 This 19th Century Grade II Listed Building is located on the southern side of West Street and is within immediate proximity of the junction of the convergence of North, South, East and West streets. The property has a frontage facing north onto Market Square. The property is within the Rochford Conservation Area.
- 5.4 The application proposes to incorporate a non illuminated hanging sign to advertise the business 'simply shoes' which operates from this premises.
- 5.5 The advertisement is located approximately 3.950m above ground level. The first floor to the building has two windows on the front elevation; the sign is proposed to be located between these windows. The new advertisement will have a red background colour with the words 'simply' written in black and 'shoes' written in white and of a slightly larger sized text. The sign is to be constructed of 18mm marine plywood with a 20mm wide decorative beading. The hanging sign is to have dimensions of 0.9m in width and 0.3m in height and a depth of 0.28m.

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- 5.6 The hanging sign is attached to the building with a black bracket. No details are supplied as to what materials this bracket is made of. With the inclusion of the bracket the sign will protrude from the building by approximately 1m.
- 5.7 Consultations with the Conservation Officer have recognised that the sign is constructed of timber and has beading detail. Notwithstanding this the design and appearance of the sign is not considered acceptable on its location on a Listed Building. The sign is significantly horizontal in shape and as such is not considered traditional. The hanging sign should be more square in shape and have a portrait appearance. The bracket which attaches the sign to the wall is also considered to be oversized for this particular sign and an intrusive addition to a Listed Building.
- 5.8 It is considered that the opportunity should be taken to introduce a hanging sign that is traditional in design and appearance and as such is sympathetic to its sensitive location on a Listed Building. It is not considered that this sign would enhance or preserve the character and appearance of the Listed Building and as such it is considered justified to refuse Listed Building Consent.
- 5.9 **Essex County Council Conservation and Historic Buildings Officer:** The shop is a Listed Building in the Conservation Area. As such any advertising material should be both attractive and of traditional appearance and construction. It should be of painted timber, with frame, and should be painted and lettered.
- 5.10 The application proposes a timber panel with a beading surround which is promising, but does not state if the sign is to be painted. A pantone reference number is inadequate.
- 5.11 The bracket appears to be of square section and looks rather chunky for its size. It does not, after all, have to support much weight.
- 5.12 The least acceptable aspects of the design are the shape and exaggerated horizontal proportions of the sign. A wall mounted sign needs a certain visual weight in order to look as if it is hanging from the bracket in a traditional manner, rather than merely projecting from the wall. Such signs look better if square and best if they are portrait proportions. In this case the problem could be readily rectified by putting the word 'simply' above 'shoes'.
- 5.13 Do not consider that this sign would enhance or preserve the character and appearance of the Listed Building or the Conservation Area and cannot recommend consent.
- 5.14 It is proposed that this Committee **RESOLVES** to **REFUSE** the application for the following reason:-

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- 1 The hanging sign, by way of its design and appearance, especially the exaggerated horizontal proportions, is considered to be of an unacceptable appearance for display on a Listed Building. Furthermore, the associated bracket is also considered oversized relative to the size of the advertisement and an intrusive addition to the Listed Building. The sign neither enhances nor preserves the character and appearance of the Listed Building. The hanging sign and associated bracket are considered detrimental to the character and appearance of the Listed Building.

**Relevant Development Plan Policies and Proposals**

HP6, BC3, SAT9, of the Rochford District Council Adopted Replacement Local Plan

Supplementary Planning Document 2 (Housing Design)  
Supplementary Planning Document 5 (Vehicle Parking Standards)



Shaun Scrutton  
Head of Planning and Transportation

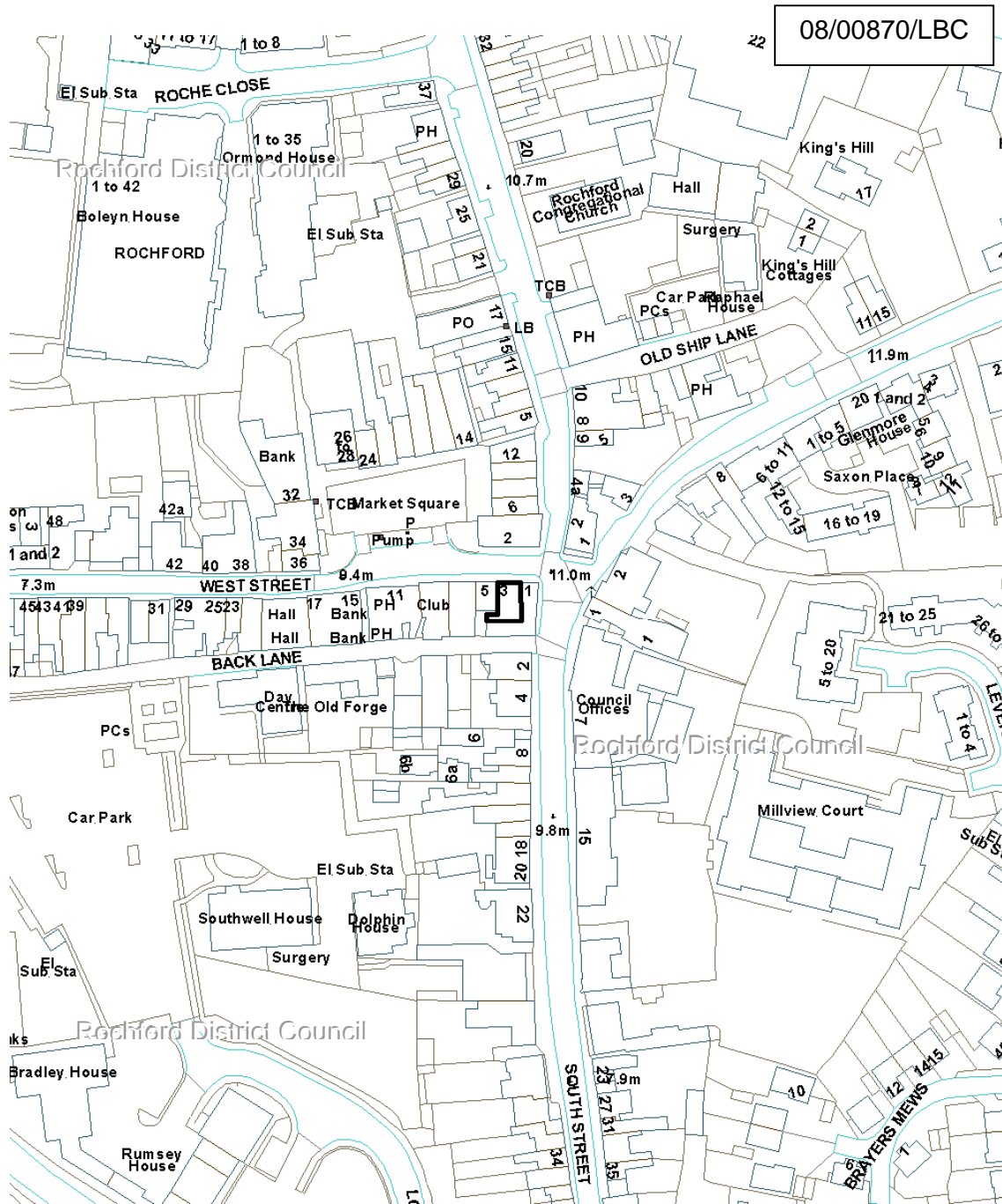
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For further information please contact Katie Simpson on (01702) 546366.

The ward Members for this application are Cllrs J P Cottis, K J Gordon and Mrs G A Lucas-Gill.



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