

20/01060/ADV

38-40 WEST STREET, ROCHFORD

**NEW EXTERNALLY ILLUMINATED FASCIA SIGNAGE AND
NON-ILLUMINATED FASCIA AND HANGING SIGNAGE**

APPLICANT: **CLLR GEORGE IOANNOU**
ZONING: **CONSERVATION AREA/TOWN CENTRE**
PARISH: **ROCHFORD PARISH COUNCIL**
WARD: **ROCHE SOUTH**

1 RECOMMENDATION

1.1 It is proposed that the Committee RESOLVES

That planning permission be approved subject to the following conditions:

- (1) The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON: Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

- (2) The external facing materials to be used in the construction of the development hereby permitted, shall match (i.e. be of an identical appearance to) those of the corresponding areas of the existing building unless alternative materials are proposed in which case details shall be submitted to and agreed in writing by the Local Planning Authority prior to their use.

REASON: In order to ensure that the development harmonises with the character and appearance of the existing building, in the interests of visual amenity and the character and appearance of the Rochford Conservation Area.

- (3) The development hereby permitted shall be carried out in complete accordance with the following approved plans: PO/BH/RCHFRD/003 REV E; 2988/01 REV A; 2988/02; Proposed Elevations.

REASON: For the avoidance of doubt and to ensure that the development is completed out in accordance with the details considered as part of the application considered.

2 APPLICATION DETAILS

- 2.1 This application seeks advertisement consent for the display of non-illuminated fascia signage and internal non-illuminated signage. The fascia signage above No. 40 would have a 40mm thick frame and would be finished in RAL 7021 Satin (black) paint. The lettering would read 'BANK HUB' with the post office logo adjacent. The writing would be centrally located and hand painted in white, measuring approximately 300mm in height. Over the shop front of No. 38, a white painted timber fascia sign is proposed. The sign would have a 40mm thick frame with black and green painted lettering. The writing would be approximately 380mm in height.
- 2.2 The internal signage relates to the windows of No. 40. Within the west and right-hand window, two A2 sized red signs would be suspended on wires. Within the east and left-hand window, a black directory board would be suspended measuring 783mm x 2075mm. Additionally, on the door regulatory signage with opening times would be internally applied.

3 MATERIAL CONSIDERATIONS

Site and Context

- 3.1 The application site lies within the Rochford Conservation Area and is within the setting of several listed buildings adjacent to the site. The application site is located on the northern side of West Street. It is identified within the Rochford Town Centre Area Action Plan as a primary retail frontage.
- 3.2 Market Square and West Street form the commercial centre of Rochford. Most of the buildings in this area are used as shops, services or offices. The architectural context of the buildings are mostly of the Victorian era with some later 1960s additions. Along West Street, the street narrows as do the pavements and the road becomes almost tunnel like, which has a striking contrast to the open market square.
- 3.3 The northern side of the street follows an on-street building line which adds to the urban, town centre character of the area. The buildings along the north side of West Street encompass a similar scale and bulk and for the most part, have been well-preserved and contribute to the high quality of Rochford's Conservation Area. The application site is a two-storey building with a shop front to both Nos. 38 and 40. The building features a hipped roof which is tucked behind a slight parapet. The Rochford Conservation Area Appraisal states that it is an old building with its front remodelled with Crittall windows

and it is visible upon historic maps, thus it is considered a non-designated heritage asset.

Planning History

- 3.4 Application No. 21/00162/FUL – new shop front, access ramp and handrail – PENDING CONSIDERATION.

Principle of the Development

- 3.5 This application seeks express consent for a non - illuminated wall sign submitted under the provisions of the Town and Country Planning (control of advertisements) (England) Regulations 2007.
- 3.6 The regulations referred to indicate that a local planning authority shall exercise its powers under these regulations in the interests of amenity and public safety, taking into account – (a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors.
- 3.7 Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest and factors relevant to public safety include the safety of persons using any highway and whether the display of the advertisement in questions is likely to obscure or hinder the ready interpretation of any traffic sign.
- 3.8 Policies DM37 and DM38 of the Development Management Plan relate to proposed advertisements in the District.
- 3.9 Policy DM37 (Advertisements) requires that the design and siting of advertisements throughout the District must have regard to access and visual impact of the buildings on which they are to be displayed and the character of the surrounding area. The key objective is to ensure that adverts do not add to visual clutter or detract from the visual amenity of the area whilst being well related to the building to which they would be attached in terms of size.
- 3.10 Policy DM38 relates specifically to adverts proposed to Listed Buildings and within Conservation Areas. Adverts should be sensitive to the character of the area, visually unobtrusive, well designed and well located. Adverts should not include prominent lettering, lighting, material or colour or prominent externally illuminated signs amongst other things. Illuminated signs should be unobtrusive and benefit rather than detract from the value of the Conversation Area and the character of any Listed Building. The quantity of advertisements within Conservation Areas and on Listed Buildings should also be kept to the minimum necessary to identify the building and its function in order to protect the appearance of the area and individual buildings.
- 3.11 Local policy reflects national planning policy which at section 16 of the National Planning Policy Framework seeks to conserve and enhance heritage assets. In determining applications national policy requires that account

should be taken of the desirability of new development making a positive contribution to local character and distinctiveness. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.

Impact upon the Character of the Area

- 3.12 The proposed fascia signage would be located above the shopfronts of Nos. 38 and 40 West Street. The signage would span the width of the shop fenestration. The signage would replace existing white timber painted signs within the same location. The proposed internal signage would be within the shop windows of No. 40.
- 3.13 The NPPF discusses that new development should make a positive contribution to the local character and distinctiveness and opportunities should be taken to draw on the historic environment to the character of a place.
- 3.14 The replacement fascia signage and internal signage would not be considered to have a detrimental impact upon the Conservation Area. The signage, particularly that of the fascia, would be considered traditional for the context of the building and the surrounding area as West Street has traditionally formed a key commercial hub for Rochford. The colourways proposed would be of simple colours that would not detract from the Conservation Area and would integrate well with the surrounding signage. The hand painted timber fascia and internal signage are a good reflection of the character of the area. The scheme is supported by Essex County Council's Place Service's Historic Buildings and Conservation Adviser.

4 CONSULTATIONS AND REPRESENTATIONS

Place Services Built Heritage Advice

- 4.1 The proposals are largely acceptable, the hand painted timber fascia and the proposed signage is a good reflection of the character of the area.
- 4.2 The proposed ramp and timber rail will be a visual intrusion into the street scene and negatively affect the character of this section of the Conservation Area. Removing these elements would be more appropriate and is recommended.
- 4.3 The proposals will cause a low level of less than substantial harm to the Conservation Area, meaning that section 196 of the NPPF (2019) is relevant.

5 EQUALITY AND DIVERSITY IMPLICATIONS

- 5.1 An Equality Impact Assessment has been completed and found there to be no impacts (either positive or negative) on protected groups as defined under the Equality Act 2010.

6 CONCLUSION

- 6.1 The proposal is not considered to cause undue demonstratable harm upon the character and appearance of the Conservation Area.



Marcus Hotten

Assistant Director, Place and Environment

Relevant Development Plan Policies and Proposals

Local Development Framework Development Management Plan (Adopted December 2014) – DM37 and DM38

National Planning Policy Framework (as amended).

Supplementary Planning Document 6.

Background Papers

None

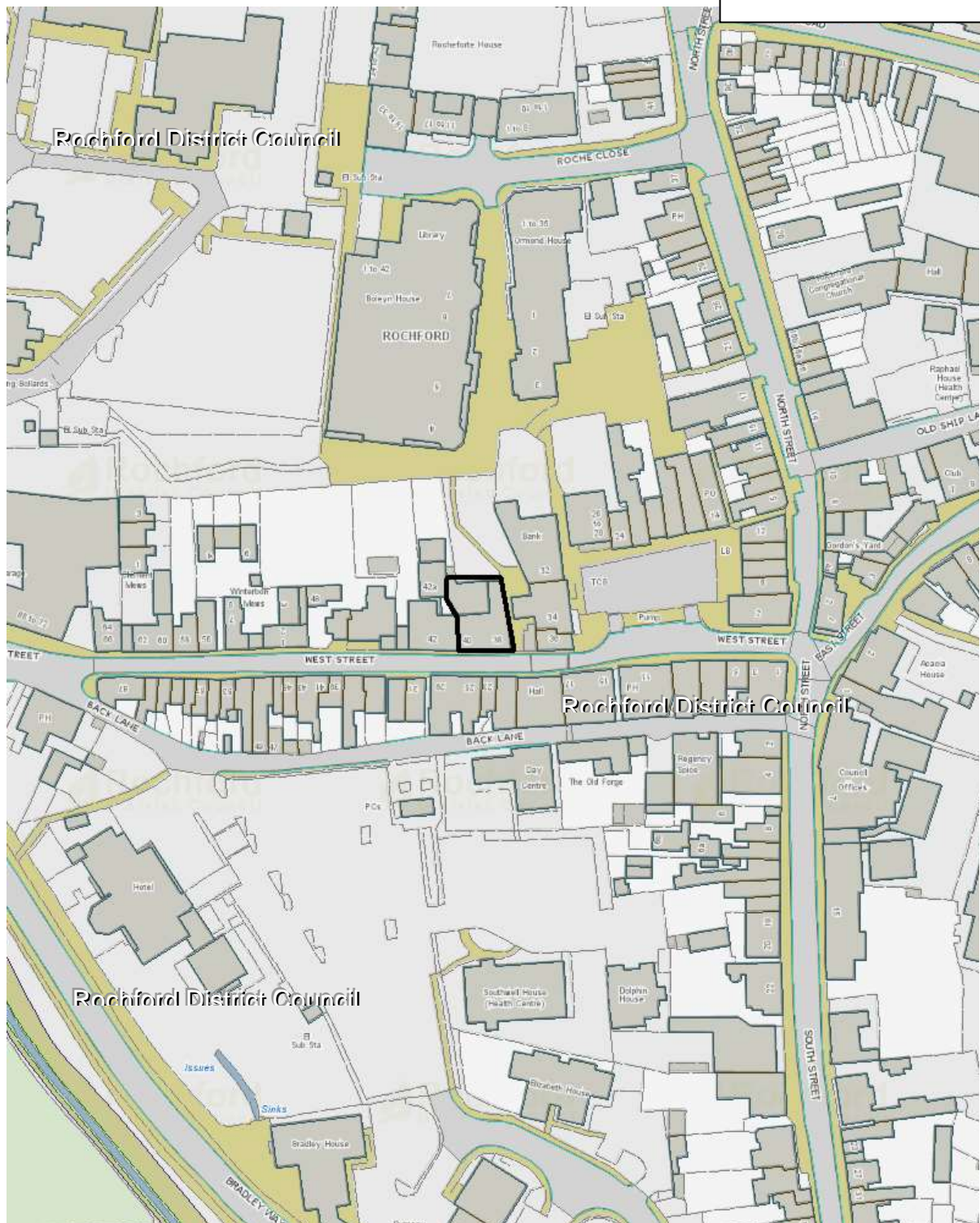
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