

TITLE : 04/00503/ADV
DISPLAY 1 X INTERNALLY ILLUMINATED
(LETTERING ONLY) FASCIA SIGN AND 1 X
INTERNALLY ILLUMINATED PROJECTING SIGN
106 - 108 HIGH STREET RAYLEIGH

APPLICANT: SUPERDRUG STORES PLC

ZONING: PRIME SHOPPING, CONSERVATION AREA

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. 736 requiring notification of referrals to the Head of Planning Services by 1.00 pm on Tuesday, 27th July 2004, 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.

- 6.1 **Rayleigh Town Council** – objects to this application; external signage should be externally illuminated, in keeping with the requirements of the Conservation Area.

NOTES

- 6.2 Advertisement consent is sought for the installation of an illuminated fascia and projecting signs.
- 6.3 It is considered that, given the modern design of the host building, a more modern approach to the advertisement is reasonable without causing undue harm to the appearance of the building in particular or the character of the conservation area in general. Particularly as only the text and logos are to be illuminated from within and with the remainder of the sign to comprise an opaque dark blue background.
- 6.4 Officers have been mindful of the appeal decision to allow similar advertisements at The Woolwich in 2002 where the Inspector concluded such signage on a modern building in the Conservation Area was acceptable, even though it is contrary to the thrust of our policy for advertisements in Conservation Areas (but in line with the more general Policy SAT7).

- 6.5 **Rayleigh Civic Society** - The sign is over 17m in length, is in a very prominent situation in the town centre being at the junction of Eastwood Road and the High Street. It is within the Rayleigh Conservation Area and as it is internally illuminated does not meet the requirements of Policy SAT9 which does not permit internally illuminated signs. We consider that the application should be refused.
- 6.6 **Essex County Council Conservation Officer** - Given the modern style and appearance of this building, I would not advocate the use of a traditional timber fascia. The proposed sign seems appropriate for the building and would have little impact on the conservation area. However, I do not consider internally illuminated projecting signs to be acceptable in conservation areas, even on a modern shop, and consistently recommend that they are refused permission. See para 9.5.3 of the Local Plan. A flat sign of the same design would be more appropriate.

APPROVE

- 1 SAC1 Advert Time Limit (5 Years)
- 2 SAC3 Advert - Standard Condition
- 3 Notwithstanding the details hereby approved, only the text and the logos of the fascia sign and projecting box sign shall be internally illuminated. No other part of the sign shall be illuminated unless previously agreed in writing by the Local Planning Authority.

Relevant Development Plan Policies and Proposals:

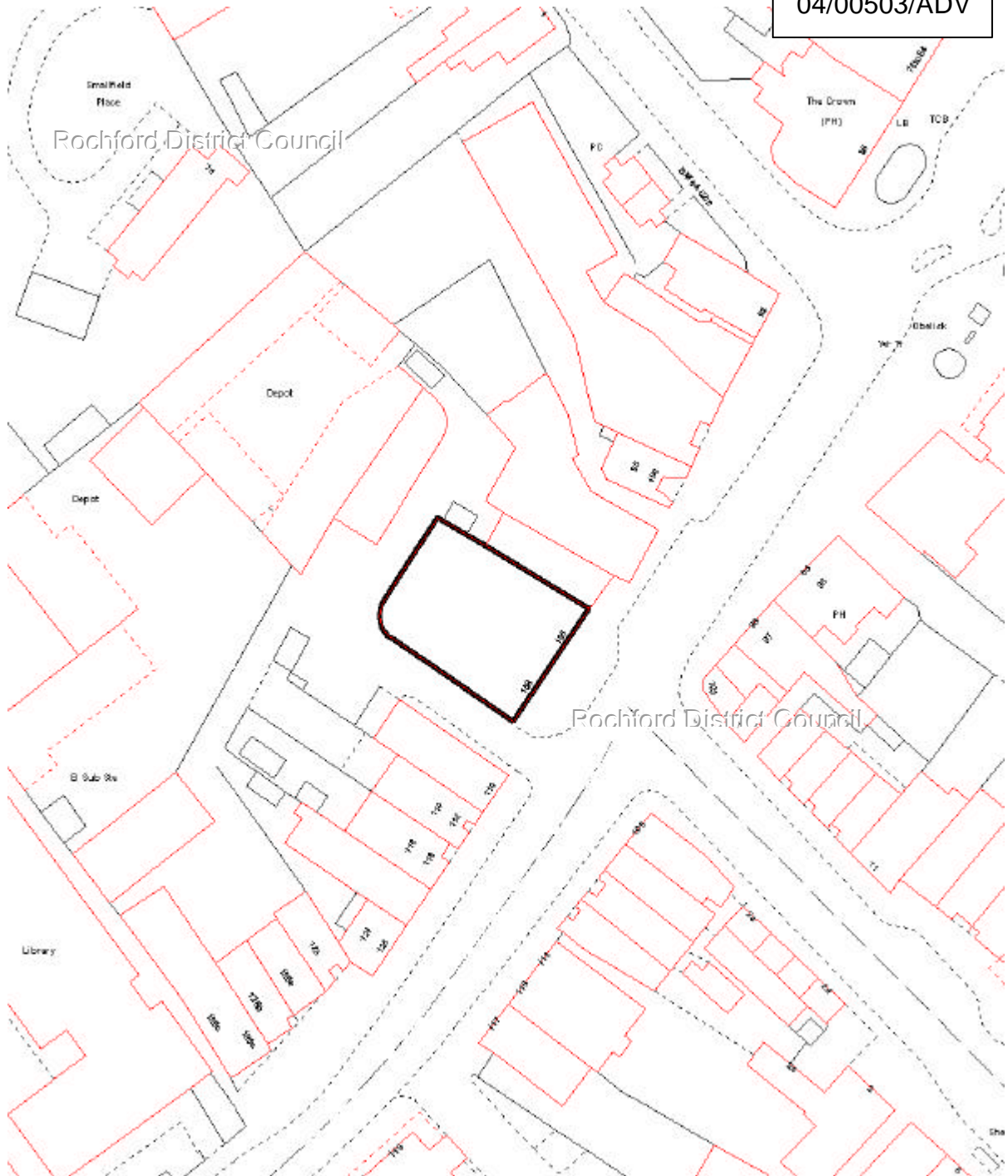
SAT7, SAT8, of the Rochford District Council Local Plan First Review



Shaun Scrutton
Head of Planning Services

The local Ward Member(s) for the above application are Cllr J M Pullen Cllr Mrs M J Webster

For further information please contact Monica Palmer on (01702) 546366.



Rochford District Council

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