

15/00845/ADV

45 HIGH STREET RAYLEIGH ESSEX SS6 7EW

PROPOSED REPLACEMENT FASCIA SIGN, TO BE INTERNALLY ILLUMINATED

APPLICANT: CLARKS, RAYLEIGH

ZONING: TOWN CENTRE

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. 1318 requiring notification of referrals to the Assistant Director, Planning Services by 1.00 pm on Wednesday, 27 January 2016 with any applications being referred to this meeting of the Committee. The item was referred by Cllr J L Lawmon

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

1 NOTES

- 1.1 The site is a Clarks shoe shop located within the Conservation Area and town centre of Rayleigh. The shop is one of three units contained within a brown stock brick building with shop frontages set back beneath a concrete jetty. The building also contains a bank and charity shop. There is an existing fascia sign at this site, which was granted consent by the consent AD/0185/97/ROC.
- 1.2 The existing building has a fascia surround finished in grey with the Clarks name above the entrance door. It is proposed to replace the surround with a green finish and to have the Clarks name and a Glastonbury Tor logo in a white finish above the doorway, reflecting the Somerset origins of the company. The fascia has an overall width of 5.6m with the lettering and logo occupying a central position within the fascia with dimensions of 1.36m x 0.35m. The fascia would be in aluminium with raised acrylic lettering. There would be internal illumination for the lettering and logo with an illuminance level of 350cd/m².

2 PLANNING HISTORY (since the 1990s)**2.1 RELEVANT PLANNING HISTORY**

F/0184/97/ROC New shop front. Approved.

AD/0185/97/ROC Internally illuminated fascia sign. Approved.

3 MATERIAL CONSIDERATIONS

3.1 Powers exercised under the Advertisement Regulations are in the interests of visual amenity and highway safety.

3.2 Policy CP2 of the Core Strategy requires the consideration of the Rayleigh Conservation Area Appraisal and Management Plan (RCAAMP) 2007 and Supplementary Planning Document 6 (Design Guidelines for Conservation Areas) (SPD6).

3.3 The RCAAMP refers to the building, containing the unit, as being of hardly great architecture although of a scale appropriate and sitting comfortably within the High Street.

3.4 Policy DM37 of the Development Management Plan 2014 requires advertisements to have regard to the access and visual impact of the buildings on which they will be displayed and the character of the surrounding area.

3.5 The building to which this application relates is a modern retail building and the proposed signage would be acceptable for the type of building on which it would be displayed.

3.6 Policy DM38 of the Development Management Plan 2014 requires advertisements in Conservation Areas to respect the character of the building on which they are sited and to the surrounding area and allows advertisements that do not include:-

- i. prominent lettering, lighting, symbols, material or colour of fascia displays, window stickers, pavement signs and other signage;
- ii. internally illuminated or other projecting signs;
- iii. prominent externally illuminated signs; and
- iv. prominent blinds (especially external roller shutters) or window/door canopies.

3.7 The lettering and logo are considered to be discreet and, with the addition of the logo, would not be significantly more prominent than the existing signage.

3.8 The Conservation Area Adviser and Rayleigh Town Council have raised an objection to the internal illumination of the sign. In terms of the illumination the

planning history, with respect to the consent AD/0185/97/ROC, represents a material planning consideration to the current application. Therefore, whilst the Conservation Area seeks to prevent internally illuminated signs this has previously been permitted at this site and the current application follows the 1997 application in only proposing the lettering and logo to be illuminated. On illumination the signage would remain relatively discreet due to its modest dimensions and the set receded position of the shop front under an overhanging first floor. Based on this history and the existing sign, which has the same lettering, the proposed sign is not considered objectionable.

3.9 The proposal would not be considered detrimental to highway safety.

4 REPRESENTATIONS

4.1 RAYLEIGH TOWN COUNCIL

4.2 Objects to this application as internally illuminated signs contravene a requirement of Local Plan policy SAT10 (signs within a Conservation Area).

4.3 ECC HISTORIC BUILDINGS AND CONSERVATION ADVICE

4.4 The application seeks to renew and alter the existing signage at 45 High Street, Rayleigh, a branch of Clarks Shoes located within the Rayleigh Conservation Area, a designated heritage asset for the purposes of the NPPF.

4.5 I do not have a concern with the desire to renew the signs in principle. However, I have concerns over the proposed internally illuminated fascia signage, which I do not believe would be acceptable in the Conservation Area. Internally illuminated signage is not characteristic or prevalent within the Rayleigh Conservation Area, and I therefore believe that this would be an alien and intrusive element. As such, I believe that the proposed new fascia sign would have a detrimental impact, which will not preserve and enhance the Conservation Area. I would, however, be supportive of a non-illuminated fascia sign of the same size and design.

4.6 Currently I cannot recommend the application for approval, as I believe that it would be detrimental to the character and appearance of the Conservation Area and, as such, contrary to section 72 of the Planning (Listed Building and Conservation Areas) Act 1990, and would therefore constitute harm, as per section 134 of the NPPF.

5 RECOMMENDATION

5.1 It is proposed that the Committee **RESOLVES**

That the application be approved, subject to the following conditions:-

- (1) This consent shall expire at the end of a period of five years from the date of this decision notice.

REASON: Required to be imposed pursuant to Regulation 14 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- (2) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (3) No advertisement shall be sited or displayed so as to:-
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (4) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (5) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (6) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: Required to be imposed pursuant to Schedule 2, Regulation 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007



Christine Lyons
Assistant Director, Planning Services

Relevant Development Plan Policies and Proposals

CP2 of the Core Strategy 2011

DM37 and DM38 of the Development Management Plan 2014

Rayleigh Conservation Area Appraisal and Management Plan (RCAAMP) 2007

Supplementary Planning Document 6 (Design Guidelines for Conservation Areas)

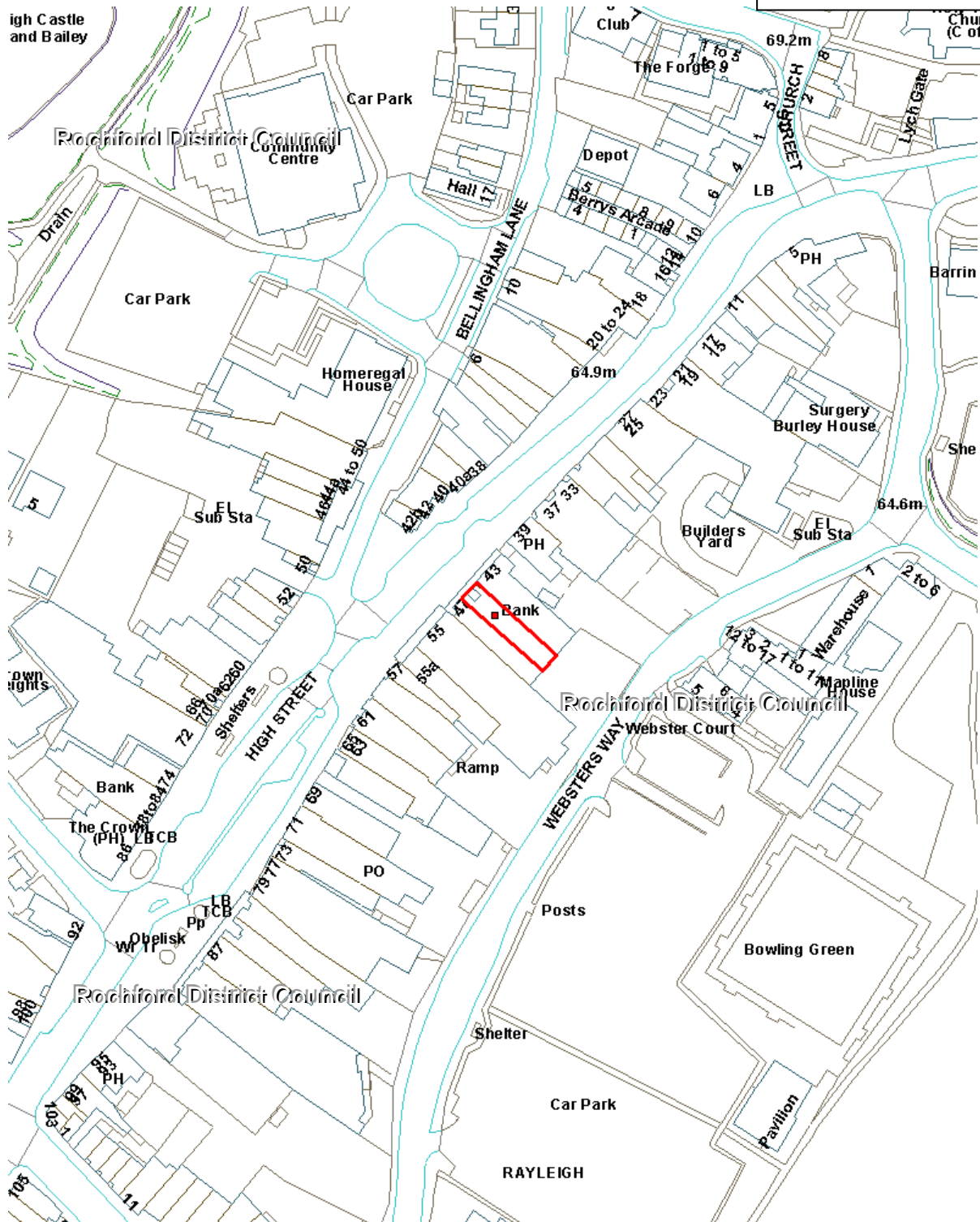
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