

PLANNING APPLICATION REPORT

Case Officer: Mathew Dalton-Aram

Parish: Dartmouth **Ward:** Dartmouth and East Dart

Application No: 3205/16/ADV

Agent/Applicant:
SGM Management & Design Ltd
104 High Street
Thame
Oxfordshire
OX9 3DZ

Applicant:
Costa Limited
C/O Agent

Site Address: 5-9 Victoria Road, Dartmouth, Devon, TQ6 9RT

Development: Advertisement consent for 1 x fascia sign and 1 x projecting sign

Reason item is being put before Committee: At the request of Ward Member (Cllr Hawkins) to consider the proposal's impact on the town centre and adjoining residential properties.



Recommendation:
Conditional Approval

Conditions

1. Accord with plans
2. Standard advert condition – maintenance
3. Standard advert condition – public safety
4. Standard advert condition – tidy site after removal
5. Standard advert condition – permission of site owner required
6. Standard advert condition – security

Key issues for consideration:

Visual amenity, Public safety and Impact on highways

Site Description:

The application site is a vacant retail shop (Class A1) most recently occupied by The Chocolate Destination and Ribbons and Bows. The shop has been vacant since 31 March 2016.

The site is located on Victoria Road in the Central Shopping Area of Dartmouth. The area surrounding the site is characterised by a mix of uses, primarily A1 uses, and other uses such as A2 (Financial & Professional Services), A3 (Restaurants & Cafes), A4 (Drinking Establishments) and A5 (Takeaway). There are also residential uses in close proximity to the site including the flats above the shop and the dwellings at Hanover Cottages to the rear of the site.

The site is located opposite to the Market House Inn public house and the junction with Market Street. It is adjoined to the east and west by retail shops (Saveurs and Eleven Clothing, respectively). A gated alleyway to the west of the site provides access to a private courtyard which serves Hanover Cottages to the rear of the former shop. Access to the flats above the former shop are also available via the alleyway/private courtyard.

The site is within the Dartmouth Conservation Area. The site is not itself a listed building but the Market House Inn opposite to the site and the building which houses Saveurs to the east are both Grade II listed buildings. The site is also within relatively close proximity to the historic Butterwalk.

The Proposal:

Advertisement consent is sought under application 3205/16/ADV for the display of a fascia sign above the shopfront and a projecting sign to the eastern end of the building.

Consultations:

- County Highways Authority – no highways issues raised
- Dartmouth Town Council – Recommend approval taking into consideration the comments made in respect of application 3230/16/COU.

Representations:

Objections have been received stating that the signage/advertisements would be out of keeping with the Conservation Area and the town centre

Relevant Planning History

None relevant to this application

ANALYSIS

The advertisement is considered acceptable in the context of the site and surroundings and will not result in visual clutter. It is noted that no external lighting or internal illumination of the signs is proposed.

The signage is not considered to have a detrimental impact on public safety. Standard conditions in respect of sign safety and maintenance will ensure the impact is acceptable. Devon County Highways have not raised any concerns.

Dartmouth Town Council have recommended approval of the application.

The fascia sign would be timber and painted grey with a hardwood decorative scotia mouldings around its edge. It would measure approximately 9.9 metres in length and 0.55 metres in height. The fascia sign's lettering would be white with red edging and would be raised from the surface of the fascia board. The projecting sign would also be timber and circular in shape measuring 600mm in diameter. It would be double-sided and painted red with white lettering which would be hung from a traditionally-styled black steel bracket.

It is noted objections have been received stating that the signage/advertisements would be out of keeping with the Conservation Area and the town centre. While the existing building is within the Conservation Area it is considered that it makes little contribution to its setting. Further, the proposed use of timber, non-illuminated, traditionally-styled advertisements would not have an adverse impact on visual amenity and would preserve and enhance the character and appearance of the Conservation Area. Further, they would not harm the character and appearance of adjacent heritage items or their settings.

For the reasons outlined above the proposed development is considered acceptable and in accordance with the relevant development plan policies. The application is therefore recommended for approval subject to appropriate conditions.

Planning Policy

National Planning Policy Framework - Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

South Hams District Council's Supplementary Planning Guidance, 'Signs in Towns and Villages' (adopted 1999).

Other Material Planning Considerations

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 - a Local Planning Authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development and other relevant factors. In relation to amenity, this includes the general characteristics of the locality, including the presence of any feature of historic, architectural or similar interest.

Considerations under Human Rights Act 1998 and Equalities Act 2010

The provisions of the Human Rights Act 1998 and Equalities Act 2010 have been taken into account in reaching the recommendation contained in this report.

Conditions

1. The development hereby approved shall in all respects accord strictly with the Site Location Plan, Block Plan, Proposed General Layout (drawing number 3.0 H), Proposed External Side Elevation (drawing number 4.1 E) and Proposed External Rear Elevation (drawing number 4.2 B) received by the Local Planning Authority

Reason: To ensure that the proposed development is carried out in accordance with the drawings forming part of the application to which this approval relates.

2. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: Standard condition under the provisions of the above mentioned Regulations.

3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: Standard condition under the provisions of the above mentioned Regulations.

4. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: Standard condition under the provisions of the above mentioned Regulations.

5. 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.

Reason: Standard condition under the provisions of the above mentioned Regulations.

6. No advertisement is to be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reason: Standard condition under the provisions of the above mentioned Regulations.