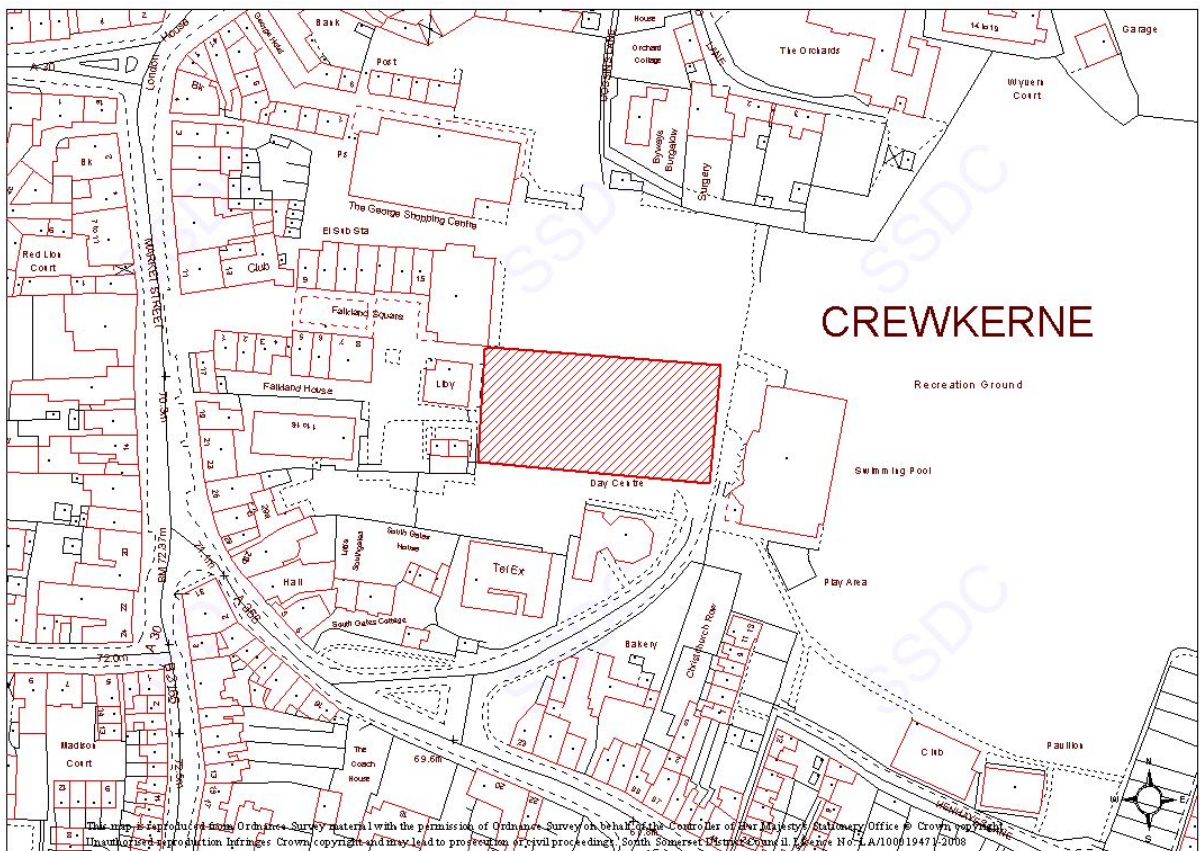


OFFICER: Steven Banks (01935) 462119 [Item 3]
APPL.NO: 08/00729/ADV APPLICATION TYPE: Advert Application
PARISH: Crewkerne WARD: CREWKERNE TOWN
DESCRIPTION: The display of 5 internally illuminated shop signs mounted on the building (GR 344238/109657)
LOCATION: Waitrose Supermarket South Street Crewkerne Somerset TA18 8DA
APPLICANT: Waitrose Ltd & Kimberley Developments
AGENT: Farrell & Clark LLP 11-13 Knightsbridge London SW1X 7LY
DATE ACCEPTED: 20 February 2008

REASON FOR REFERRAL TO COMMITTEE:

To allow members to consider the appropriateness of these internally illuminated signs.

SITE DESCRIPTION AND PROPOSAL:



This is an application for the erection of five static internally illuminated signs for Waitrose in Crewkerne. It is proposed that the lettering will be green in colour.

It is proposed to locate two signs on the north elevation and one on the south, west and east elevation.

The signs all measure 1m high and 5.3m long.

HISTORY:

07/04406/S73 - Variation of condition 2 of decision notice 06/01012/FUL - Application permitted with conditions 12.11.2007

07/00916/FUL - Erection of a supermarket without compliance with condition 07 of 06/01012/FUL - Application permitted with conditions 03/04/2007

06/01012/FUL - Erection of a supermarket - Application permitted with conditions 13/09/2006

POLICY:

Section 38(6) of the Planning and Compulsory Purchase Act 2004 repeats the duty imposed under S54A of the Town and Country Planning Act 1990 and requires that decision must be made in accordance with relevant development plan documents unless material considerations indicate otherwise.

Relevant Development Plan Documents:

South Somerset Local Plan (Adopted April 2006)
ST5 - General Principles of Development
ST6 - The Quality of Development
Policy MS7 - Advertisements
Policy EP3 - Light Pollution

CONSULTATIONS:

Town/Parish Council:

Recommended the approval of three out of the five signs. A condition restricting the hours of illumination was also requested.

County Highways:

No observations.

Area Engineer:

No comment.

Conservation Officer:

No objection. Verbally stated 20/03/2008.

Notifications:

A site notice was placed on site and there have not been any responses.

CONSIDERATIONS:

Because the building is of modern character, as are the buildings to the east, the proposed modern materials to be used for the signs are acceptable because they are sympathetic to the area. Therefore the proposed materials and colour scheme for the signage is considered to be appropriate given the location and signage on the neighbouring shops, and it is not considered that the proposal will cause demonstrable harm to the visual character of the area. It is not considered that the proposal will harm the character or setting of the adjacent Conservation Area. This conclusion is in accordance with the Conservation Officer's verbal response (20/03/2008).

The signs are not intrusive or garish and will not form an unduly conspicuous feature in the street scene due to their appropriate size.

Highways have no observations to make on the proposal. It is considered that there are no highway safety issues due to the size and positioning of the signs.

The Town Council's response is noted. However, taking into account the size and location of the building, it is considered that the total signage consisting of well proportioned letters

displayed on the premises would not create an excess of advertising, to the detriment of the building or the area generally. The signs are not over large or prominent and are located in a commercial area, which is appropriate. Therefore the proposed number of signs is not excessive and they would not spoil the balance and visual integrity of the building.

The proposal is consequently recommended for approval due to the above considerations.

Concerns have been raised about the use of internal illumination. Internally illuminated signage on a modern building such as the one in question is not unacceptable due to the fact that no harm is caused to visual or residential amenity. If the building was historic or in a conservation area internally illuminated signs might well be inappropriate due to the harm they would cause in terms of the impact upon the building and the streetscene.

It should be noted that the applicant is reluctant to alter the illumination of the proposal, reduce the size of the signs and reduce the number of signs.

RECOMMENDATION:

Application Permitted with Conditions

The proposal is in keeping with the surrounding area by reason of siting, design, materials, and scale and does not prejudice public safety in accordance with the aims and objectives of Policy ST5, ST6, EP3 and MS7 of the South Somerset Local Plan (Adopted April 2006).

1. The works hereby permitted shall not be commenced until the hours of illumination for the signs have been submitted to and approved in writing by the Local Planning Authority. The hours of illumination shall be adhered to strictly in accordance with the agreed details unless otherwise agreed in writing by the Local Planning Authority.

Reason: In the interests of residential amenity in accordance with Policy ST6 of the South Somerset Local Plan (2006).
