

Officer Report On Planning Application: 20/02566/ADV

Proposal :	Display of 2 No. externally illuminated Fascia signs and 8 No. non-illuminated signs.
Site Address:	One Stop Community Stores Ltd, 7 - 8 Parrett Close, Langport.
Parish:	Langport
CURRY RIVEL, HUISH & LANGPORT Ward (SSDC Members)	Cllr T Osborne Cllr C Paul
Recommending Case Officer:	Colin Begeman (Principal Specialist)
Target date :	5th November 2020
Applicant :	Darren Scruton - One Stop
Agent: (no agent if blank)	Mr Greg McIntyre , Insignia Signs, Unit D, Confederation Park, Low Fields Way, Leeds LS12 6HQ
Application Type :	Other Advertisement

REASON FOR REFERRAL TO COMMITTEE:

The application has been referred to Committee by the Area Chair with the agreement of the Vice Chair to allow discussions of the planning issues on the basis that Paragraphs 193-202 of the NPPF details the need to consider the impacts of the significance on an asset such as a Conservation Area. Chapter 7 is all about requiring good design. This application goes against Policy EQ3 of the Local Plan in that it does not safeguard where appropriate, nor does it enhance and it does effect the character and local distinctiveness of the conservation area. It does not make a positive contribution with high standards of design which reflect and complement through the use of materials and techniques to the conservation area.

SITE DESCRIPTION AND PROPOSAL





7-8 Parrett Close is one of a reconstituted stone built two storey parade of shops that operates as a convenience store. The unit has an overhang of roof so the shop front is set back under a covered pedestrian area.

The application originally sought advertisement consent for the display of 2 No. externally illuminated fascia signs and 8 No. non-illuminated signs. Through negotiations the external illuminations has now been removed and does not form part of the application.

RELEVANT HISTORY

Various advertisements over the years.

POLICY

The Secretary of State's powers to make regulations for the control of outdoor advertisements are in sections 200, 221, 223 and 224 of the Town and Country Planning Act 1990. The current regulations are the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Under regulation 3, advertisements are subject to control only in the interests of "amenity" and "public safety".

Section 38(6) of the Planning and Compulsory Purchase Act (2004), and Paragraphs 2, 11, and 12 of the NPPF indicate it is a matter of law that applications are determined in accordance with the development plan unless material considerations indicate otherwise

For the purposes of determining current applications the local planning authority considers that the adopted development plan is the South Somerset Local Plan (2006 - 2028).

On this basis the following policies are considered relevant:

South Somerset Local Plan (2006-2028)

None - relies on policy contained within the National Planning Policy Framework

National Planning Policy Framework (February 2019)

Chapter 12 (Achieving well-designed places) - paragraph 132

South Somerset District Council's Supplementary Planning Guidance - The Design of Shopfronts Signs and Security Measures

PPG - Advertisements March 2014

CONSULTATIONS

Langport Town Council

Discussion of the planning application 20/02566/ADV for the installation of illuminated signs outside the One Stop Community Stores Ltd, 7-8 Parratt Close, Langport TA10 9PG at the Town Council meeting resulted in questions to be answered before a decision could be made.

The main concern was that this is in a Conservation area where it was thought illuminated signs could not be installed. Other traders in the Langport Conservation area had had applications for illuminated signs rejected or asked to remove such signs.

The Councillors thought it would also be useful to see a photo mock up, showing what the new signs would look like in situ.

SCC Highways Authority

Standing advice applies

SDDC Highways Consultant

No highways issues, no objection

REPRESENTATIONS

A site notice was displayed, one representation received as follows:

"The signage will have an impact of total eye sore to the character of the area and surrounding buildings, there is enough advertising on the windows at the moment, everyone knows where and what the ONE STOP shop is and does, the supporting photograph already shows how obscene the shop front looks like. As part of a bigger chain of a supermarket which has the same colour scheme we all know where this is going. overbearing signage makes the area cluttered and confused and as to what we will be achieved."

CONSIDERATIONS

This application is seeking advertisement consent for the display of 2 no. fascia signs and 8 no. non-illuminated signs. The external illumination element of the application has been removed through negotiations with the applicant.

Policy background

The National Planning Policy Framework states "the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way, which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Effect upon amenity

Consideration is given to the impact signage would have on the character of the area. The proposed adverts are not considered intrusive in terms of design given the context of the site. It is acknowledged that this is a conservation area but the site is within a modern parade of shops, constructed of reconstituted stone and the proposed advertisements is considered little different to that which is currently displayed at the site.

There would be no impact on residential amenity.

In considering the design, siting, materials, scale and number of signs are in keeping with the character of the surrounding area and in accordance with Policy EQ2 and EQ3 of the adopted South Somerset Local Plan and Chapter 12 of the National Planning Policy Framework.

Public safety

The Highways Authority have no observations to make on the proposal.

RECOMMENDATION

Grant consent for the following reason:

01. The proposal, by virtue of the siting, design, number, materials, and scale is in keeping with the character and appearance of the surrounding area, causes no harm to visual or residential amenity and does not prejudice public safety and is in accordance with the aims and objectives of policy EQ2 of the South Somerset Local Plan (2006-2028) and NPPF Chapter 12: Achieving well-designed places.

SUBJECT TO THE FOLLOWING:

01. (a) All advertisements displayed and any land used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
- (b) Any hoarding or similar structure or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.
- (c) Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.
- (d) Before any advertisement is displayed on land in accordance with the consent now granted, the permission of the owner of that land, or of a person entitled to grant such permission, shall be obtained.
- (e) The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

02. The advertisements hereby allowed shall be carried out in accordance with the following approved plans:

Drawings E dated 19/03/21

Reason: For the avoidance of doubt and in the interests of proper planning.
