DELEGATED DECISION REPORT

SMD/2016/0555 **Valid 06/09/2016**	**44 46 SPAR SHOP** **WASHERWALL LANE** **WERRINGTON**	**ADVERTISEMENT CONSENT FOR 1 X ILUMINATED FASCIA LOGO, 1 X INTERNALLY ILLUMINATED PROJECTOR, 2 X NON-ILLUMINATED WALL MOUNTED ALUMINIUM PANELS** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES

- Impact on visual amenity
- Impact on highway safety

DESCRIPTION OF SITE

The application site relates to numbers 44-46 Washerwall Lane, Werrington. It comprises of an end terraced brick built building which sits within a short promenade of shops on the south western side of Washerwall Lane. It sits back from the public highway with parking to the front. The building is predominately two storey in nature although there is a small single storey element attached to the gable. To the south east of the site lies Werrington Primary School whilst residential development lies on the opposite side of the highway to the north east.

PROPOSAL

Advertisement consent is sought for the erection of new signage at 44-46 Washerwall Lane, Werrington. The application proposes 1 illuminated fascia sign, 1 illuminated projecting sign and 2 non illuminated wall mounted aluminium panels.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Core Strategy Development Plan Document (Adopted 2014)

S01 Spatial Objectives
SS1 Development Principles
SS1a Presumption in Favour of Sustainable Development
DC1 Design Considerations
T1 Development and Sustainable Transport

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2014/0596	1 x externally illuminated vinyl. Approved.
SMD/2014/0568	The redecoration of the existing shopfront and door frames, the replacement of plant & AC units and the installation of a new acoustic screen on the flat roof (resubmission of SMD/2014/0232). Approved.
SMD/2014/0232	The redecoration of the existing shopfront and door frames, the replacement of plant & AC units. Withdrawn.
SMD/2009/0012	1 externally illuminated fascia, 1 internally illuminated projecting sign and window vinyls. Approved.
SMD/2006/1142	Illuminated fascia sign and window vinyls poster frames. Approved.
SMD/2006/0777	Extensions and alterations to shop. Approved.
SMD/2006/0142	Single storey side and rear extensions, new shopfront, roller shutters, satellite dishes and external plant. Refused.
SMD/1997/1127	Alterations to shop front and the extension of supermarket into adjoining shop. Approved.

CONSULTATIONS

Publicity

Neighbour consultation period ends: 9th October 2016

Public Comments

No representations received.

Town / Parish Comments

No representations received.

OFFICER COMMENTS

The application proposes to update the existing signage with the company's corporate branding. The proposed fascia sign, which will measure 15.495m x 750mm deep will replace the existing fascia which also runs the full length of the building. Whilst the existing fascia sign is internally illuminated with additional downlighting provided over the shop name it is proposed that the new sign will be solely internally illuminated. The sign will be constructed from aluminium with dark grey wood effect slat fascia. Welcome to Washerwall Co-Op will be provided in white perspex letters and the company logo will also be provided. This will be in the corporate blue colour and be internally illuminated with white LED's.

The second internally illuminated sign relates to a projecting sign. This will measure 725mm wide x 850 high x 130mm deep. Again it would be constructed from silver aluminium side returns and display the coportate logo in blue acrylic which again will be illuminated with white LED's. The location of the proposed projecting sign will

differ to that on the existing building and this will be located at the start of the fascia sign rather than part way along as existing.

In addition to the above illuminated signs the application proposes the replacement of two non illuminated wall mounted signs. These comprise of a rectangular 06m x 0.6m "Keep Clear" sign and a 450mm round sign which acts as a reminder to use reusable bags. Both of these signs will be constructed 3mm thick aluminium to which the vinyl will be applied and finished with an anti graffiti laminate. The "Keep Clear" sign will be a replacement whilst the bag sign will result in the addition of a new sign.

The replacement signs are considered acceptable in terms of their size, scale, form, design, materials, appearance and method of illumination. They would not have any material greater visual impact than those which currently exist. The signs will be seen against the backdrop of the existing modern brick building and its wider setting within a short promenade of shops. The new Bag sign is modest in size and discretely position and would not, either cumulatively or individually lead to advert clutter or result in any harm to visual amenity.

Given that the proposed signage is mainly like for like signage and the fact that the new signs are set back from the highway and would not be free standing it is not considered that there would be any adverse impact on highway safety. The Highways Engineer has verbally confirmed that there would be no objections to the proposed signage.

In conclusion it is considered that the proposed signage is acceptable in terms of visual amenity and highway safety and a recommendation of approval is therefore made.

OFFICER RECOMMENDATION: APPROVE subject to standard advertising conditions.

Case Officer: Teresa Critchlow

Recommendation Date: 1st November 2016

X B.J. Haywood

Signed by: Haywood, Ben

On behalf of Staffordshire Moorlands District Council