DELEGATED DECISION REPORT

SMD/2019/0579 **Valid 23/10/2019**	**19 JOHNSTONE AVENUE WERRINGTON**	**ADVERTISEMENT CONSENT FOR FACIA SIGNAGE AND SIGN BOARDS TO EXISTING BLOCKED WINDOW** **(ADVERTISEMENT CONSENT)**

MAIN ISSUES

- Principle of development
- Impact on Visual Amenity
- Public Safety

DESCRIPTION OF SITE

The application property is one on a small row of commercial properties in the settlement of Werrington – the shop sits between a cafe and a salon. Consent was granted in 2018 for the change of use of the property from a tattoo parlour/barber shop to a retail outlet selling E-cigarette vape liquids and a tanning salon. The development includes changed to the exterior of the building including blocking up an existing window and door and enlarging an existing window to form a door. Ref (SMD/2018/0172).

The application site is not located within any areas of designated interest.

PROPOSAL

Advertisement consent is sought for the retention of a fascia board that has been erected above the shop front. In the location of the blocked-up window a sign board has also been erected.

The fascia sign measures 0.6m in height by 7m in width by 0.5m in depth. This sign is externally illuminated

The sign board is 1.4m in height by 4m in width. This sign is internally illuminated.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan

SS1 Development Principles

SS8 Larger Villages Areas Strategy
DC1 Design Considerations
T1 Development and Sustainable Transport

SMDC Design Guide SPD

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2018/0172- Retrospective change of use from Tattoo Parlour and Barber Shop (Sui Generis) to Retail outlet selling E-Cigarette Vape Liquids (A1) and Tanning Salon (Sui-Generis). Minor works to frontage of Building.- Approved with Conditions.

CONSULTATIONS

Publicity

Site Notice expiry date: 4.12.2019
Neighbour consultation period ends:18.11.2019
Press Advert: N/A

Public Comments

One letter of representation has been received objecting to the development as they consider that the shop frontage is not suitable for the area.

Town / Parish Comments

No comments received within consultation period

Staffordshire County Council Highways

No objections

OFFICER COMMENTS

Principle of Development

The application site relates to an existing commercial premises in the settlement boundary of Werrington. Werrington is defined as a larger village in the settlement hierarchy. Policy SS8 states that these settlements shall retain and enhance their role as rural service centres. As the application relates to an existing business the erection of signage is considered acceptable subject to an assessment of its impact on visual amenity and public safety.

Impact on Visual Amenity

Policy DC1 states that all development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area in line with the Council's Design Guide SPD.

The Design Guide SPD states that the design of shop fronts and their signage has a major impact on the appearance of town and village centres. Both traditional or modern shop fronts can be appropriate. However they should

- Reflect the character and architectural style of the upper floors and the area generally.
- Maintain the rhythm of the individual buildings in the street
- Be constructed in appropriate materials and have appropriate finishes : and be well proportions and well detailed.

The application relates to the erection of a fascia sign and a sign board.

Firstly in relation to the fascia sign although this sign is contemporary in design it is considered that the design of the sign is appropriate considering the use of the premises. The fascia sign is a replacement of a fascia sign that was above the shop front. The fascia sign is externally illuminated by 2000 lumen LED trough downlights over. The sign is only illuminated during the opening hours of the business. In the immediate area each business on this row benefit from a fascia sign above the shop front. As the sign will only be illuminated during opening hours it is considered that this advert has acceptable impact on the visual amenity of the area.

The sign board has been erected covering the window that has been blocked up as approved by SMD/2018/0579. This approved alteration has resulted in a fundamental change to the appearance of the shop front as the shop front no longer follows the same rhythm of window to wall ratio on each property. The sign boards are considered to be harmful to the visual amenity of the area as it does result in a cluttered appearance and the illumination of these signs further adds to the harm that the sign has on the visual amenity of the street scene. However if this sign board was to be removed a blank rendered elevation would be revealed and this is considered to be more harmful than the sign board as the sign board gives the appearance that the window remains underneath. As such on balance subject to the sign board only being internally illuminated during opening hours the application not considered to be significantly detrimental to warrant refusal of the application.

Public Safety

Given the downward spill of the external lighting and commercial nature of the surrounding area, it is considered that the proposed adverts would not give rise to unacceptable glare of distraction to road users as the Illuminance levels of 40cd/m2 are within acceptable limits. Moreover, the proposed adverts would not obscure existing signage on the highway or surveillance equipment within the immediate locality and therefore would not undermine public safety.

As such it is considered that the proposal would not result in any unacceptable adverse effect upon the public safety,

CONCLUSION / PLANNING BALANCE

Subject to the recommended condition, it is considered that on balance the proposed advertisements are acceptable in terms of amenity and safety.

OFFICER RECOMMENDATION :

That Advertisement Consent be.

Case Officer: Rebecca Bowers

Recommendation Date: 19.12.2022

X

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council