



Report of the Chief Planning Officer

NORTH AND EAST PLANS PANEL

Date: 11th July 2013

Subject: 13/01096/ADV– Proposed three illuminated signs at Former old Star Inn, Leeds Road, Collingham, Wetherby, LS22 5AP.

APPLICANT
Tesco Store

DATE VALID
8th March 2013

TARGET DATE
3rd May 2013

Electoral Wards Affected:

Wetherby

Yes

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

RECOMMENDATION: GRANT advertisement consent subject to the following conditions:

1. Standard advert consent (5yrs).
2. Develop in accordance with approved plans.
3. The material of the hanging sign shall be submitted for approval.
4. The details of the material of the proposed fascia sign to be submitted.

1.0 INTRODUCTION

- 1.1 This application is brought to Panel at the request of Councillor Rachael Procter due to the potential harmful impact the proposed signs will have on the character of the Conservation Area.
- 1.2 The Town & Country Planning (Control of Advertisement) (England) Regulations 2007 sets out that in determining applications for advertisement consent a decision maker should only have regard to the interests of amenity and public safety.

2.0 PROPOSAL

- 2.1 The application proposes to construct a hanging sign and an individual letter sign to the front of the building and to refurbish the existing free standing totem sign to the rear.
- 2.2 The proposed externally illuminated hanging sign will measure 0.75m by 0.75m and will be fixed 4.2m above ground level on the front elevation. The sign will be constructed of MDF which will be painted dark blue with red and white vinyl lettering.
- 2.3 The halo individual letter sign is proposed to the front elevation of the building. The sign will measure 5.3m in width and the individual letters will be 0.3m in length. The letters will have an aluminum body which will be powder coated white.
- 2.4 The existing externally illuminated free standing sign towards the rear of the store is proposed to be refurbished. The location of the sign as well as its dimensions (3.5m in height, 0.8m in width, and 0.6m depth) will remain the same. The sign will be painted blue and will feature vinyl red and white lettering.

3.0 SITE AND SURROUNDINGS:

- 3.1 This application relates to part of the former Old Star Inn in Collingham which previously operated as a restaurant and public house in mixed use. Currently works are underway on the site to accommodate a new Tesco Express. The site is located within the Collingham Conservation Area and is an important gateway feature. The former Old Star Inn is adjoined by a car sales showroom and forms a prominent island site which is bounded by Main Street to the south, Harewood Road to the north and Mill Lane to the west. The site comprises of the main stone building and the parking areas to the front and rear. The car park to the front of the site can be accessed via Main Street and Mill Lane, whilst the site can also be accessed to the rear off Harewood Road.

4.0 RELEVANT PLANNING HISTORY:

- 4.1 The application site has been subject to a number of planning applications which relate to the various extensions and signage to the property. The details of the previous applications are summarised below.
- 12/01810/ADV- 2 externally illuminated signs. (Approved)
 - 12/01808/FU- Alterations to the front and rear elevations and hard surfacing front car park and rear service yard. (Approved)
 - 12/01807/FU- 3 air-conditioning units, 1 condenser unit in the rear yard and 2.4m high stone screening wall. (Approved)
 - H31/193/91/- Alterations to form enlarged kitchen and enlarged restaurant, and extension to form porch, to restaurant and bar. Approved, September 1991
 - H31/271/87/One internally illuminated wall sign, size 4.88m x 1.98m, height above ground 2.44m (underside), one non-illuminate. Approved, January 1987
 - H31/335/86/- Change of use, involving alterations of commercial garage, to public house function rooms. Refused March 1987.

- H31/132/84/- One externally illuminated individual letter wall sign, size 5.2m x 0.5m, height above ground 3.4m (underside). Approved July 1984.
- H31/106/84/- Alterations and extension to form porch to rear, glazing of portico to front, creation of escape door. June 1984.

5.0 HISTORY OF NEGOTIATIONS:

- 5.1 Discussions during the course of the advertisement application have focused primarily on the size of the hanging sign and the omission of the 'Welcome' and 'Goodbye' signs from the plans. These originally formed part of the initial submission but have since been removed following negotiations due to their visual prominence.
- 5.2 Revised plans have been submitted showing the hanging sign reduced in size and the applicant has accepted the omission of the 'Welcome' and 'Goodbye' signs.

6.0 PUBLIC/LOCAL RESPONSE:

- 6.1 The application has been advertised by neighbour notification letters posted 22.03.2013. Fourteen objection letters have been received. The following objections have been raised;
- The signs will have an adverse impact on the character of the Conservation Area.
 - The signs will appear out of place in this rural village.
 - The halo lettering sign is excessive and unnecessary.
 - The number of signs proposed is excessive and the combined effect of the signs will have an adverse impact on the character of the area.
 - The illumination of the free standing sign to the rear will have an adverse impact on the character of the area.
- 6.2 The Parish Council questions whether the hanging sign and the 'Welcome' and 'Goodbye' signs are necessary. The Parish Council objects to the Halo individual letter sign, on the basis that it will deface the front elevation of the building.

7.0 CONSULTATIONS RESPONSES:

- 7.1 Highways- raise no objection to the proposals.
- 7.2 Following revisions to the plans which reduces the size of the hanging signs and the omission of the 'Welcome' and 'Goodbye' signs, the Council's Conservation Officer raises no concerns relating to the signage proposed.

8.0 PLANNING POLICIES:

- 8.1 The development plan is the adopted Leeds Unitary Development Plan (Review 2006).
- 8.2 The Publication Draft of the Core Strategy was issued for public consultation on 28th February 2012 and the consultation period closed on 12th April 2012. The Core Strategy sets out strategic level policies and vision to guide the delivery of

development investment decisions and the overall future of the district. On 14th November 2012 Full Council resolved to approve the Publication Draft Core Strategy and the sustainability report for the purpose of submission to the Secretary of State for independent examination pursuant to Section 20 of the Planning and Compulsory Purchase Act 2004. Full Council also resolved on 14th November 2012 that a further period for representation be provided on pre-submission changes and any further representations received be submitted to the Secretary of State at the time the Publication Draft Core Strategy is submitted for independent examination.

8.3 As the Council have resolved to move the Publication Draft Core Strategy to the next stage of independent examination some weight can now be attached to the document and its contents recognising that the weight to be attached may be limited by outstanding representations which have been made which will be considered at the future examination.

8.4 The site is located within the Collingham Conservation Area and is marked as a positive building in the Collingham Conservation Area Appraisal and Management Plan. The following policies are considered to be of relevance:

- Policy GP5 refers to development proposals should seek to avoid loss of amenity.
- Policy BD8: refers to all signs be well designed and sensitively located.
- Policy BD9: States that illuminating signs will only be permitted within the Conservation Area where they do not detract from visual amenity.
- Policy T2: highway safety.

8.5 Relevant Supplementary Guidance:

Supplementary Planning Document 'Advertising Design Guide' (2006).

8.6 The Advertising Design Guide (2006) identifies generally suitable locations for advertising as *inter alia* predominantly commercial areas and district centres. The SPD also states that the designation of an area as a Conservation Area does not automatically preclude outdoor advertising, but special attention should be paid to the necessity of preserving or enhancing the character or appearance of that area.

8.7 Collingham Conservation Area Appraisal and Management Plan highlights that the parking area in front of The Old Star Inn and the service yard to the rear are an unsympathetic to the appearance of Collingham. It is recommends that tree planting, soft landscaping and stone boundary walls could all lessen the impact of the parking and enhance the special character and appearance of the conservation area.

8.8 Draft Core Strategy 2009 (Preferred Approach) identifies Collingham as a smaller settlement. Smaller settlements have been identified within the settlement hierarchy as being above the village/rural level, yet they do not all have appropriate facilities to serve local day-to-day needs. In these centres small-scale new retail, leisure, and community facilities to serve local day-to-day needs will be supported where they can be clustered to form a community focus.

8.9 National Planning Policy Framework (NPPF) This document sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system and strongly promotes good design.

8.10 In relation to heritage, the NPPF states that local planning authorities are encouraged to sustain and enhance the historic environment.

- 8.11 National Planning Policy Framework (paragraphs 67 and 68) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

9.0 MAIN ISSUES

1. Impact on the appearance of the building and the character of the Conservation Area
2. Impact on neighbouring residential amenity
3. Public Safety
4. Public representations

10.0 APPRAISAL

Impact on the appearance of the building and the character of the Conservation Area

- 10.1 The application proposes to construct a hanging sign and an individual letter sign to the front of the building and to refurbish the existing free standing totem sign to the rear.
- 10.2 There are currently a variety of signs in the area of differing styles and colour; therefore, some flexibility should be offered when considering the design, proportions and scale of the sign.
- 10.3 The hanging sign will be of an appropriate proportion and scale whilst its MDF construction and its unassuming dark blue colour with white vynil lettering will allow it to sit respectfully on this commercial building and ensure that the sign does not detract from the character of the Conservation Area. Its external illumination will draw attention to the sign at night without omitting a significant level of illumination. Therefore, it is considered that the sign proposed hanging sign will not harm the character of the area.
- 10.4 The proposed halo individual letter sign will be located in a similar position to the a fascia panel sign that has been recently removed from the front of the building. It is considered that the proposed individual signs will be less intrusive on the building than the existing panel sign, as it will cover a smaller area, whilst its aluminium construction and white colour will ensure the sign respects the building and the character of the Conservation Area in general. The sign will be lit by reverse mounted white LED's, which will light the back of the sign without omitting a significant glow. Therefore, it is not considered that design of the sign and its illumination will detract from the character of the Conservation Area or this positive building.
- 10.5 The existing free standing sign is proposed to be painted blue with red and white lettering; no changes to the scale or location of the sign are proposed. Given that the sign already exists, its position, scale, method off illumination and proportions cannot be objected to. Its colour and lettering will be fairly subtle reflecting the colour scheme of the signs already approved within the site. Therefore, it is considered that the free standing signs will not detract from the character of the Conservation Area.

- 10.6 Objections have been raised by members of the public that the combined effect of the proposed signs and those already approved, will result in a clutter of signs on the site which will harm the character of the area and the building. To date two signs have been approved on the building with a further three proposed under this application. Out of the five signs, two are existing free standing signs that are proposed to be refurbished and two signs, namely the proposed individual letter sign and the approved fascia sign above the entrance door, are replacement of existing signs that are currently present on the building. This leaves only one sign that is new namely the hanging sign. It is considered that the addition of one new sign within the site will not result in the site appearing cluttered with signs to an extent that they will be harmful to visual amenity. Furthermore, the Conservation Officer has assessed the scheme and has raised no concerns.

Impact on neighbouring residential amenity

- 10.7 As the site currently features a number of signs which this application seeks to replace or refurbish with only one new sign proposed, it is considered that the signs do not pose a significant threat to neighbouring residential amenity.

Public Safety

- 10.8 The proposed signs are replacements or refurbishments of existing signs on the site with only one additional sign being proposed. Therefore, it is considered that the signs do not pose any highway or public safety issues. Highway Officers have assessed the application and have raised no concerns.

Public Representation

- 10.9 The issue raised by members of the public generally relate to the visual impact of the proposed signage on the character of the area. These issues have already been discussed in the report and it is considered that the illumination, design and proportions of the signs will not have an adverse impact on the character of the Conservation Area.
- 10.10 The concern raised by the Parish Council that the 'Welcome' and 'Goodbye' signs and the hanging signs would introduce unnecessary clutter of signage to the site, is noted. The Welcome and Goodbye sign have been omitted from the plans. The hanging sign is considered acceptable in terms of its visual appearance and impact on the character of the Conservation Area.
- 10.11 The comments made by the Parish Council that the individual halo letter sign will deface the building, is noted. This sign will replace an existing illuminated fascia panel sign, will cover a smaller area of the front elevation and allow more of the stonework to be exposed. Therefore, it is considered that the individual letter sign will appear less intrusive on the building than the existing sign it replaces.

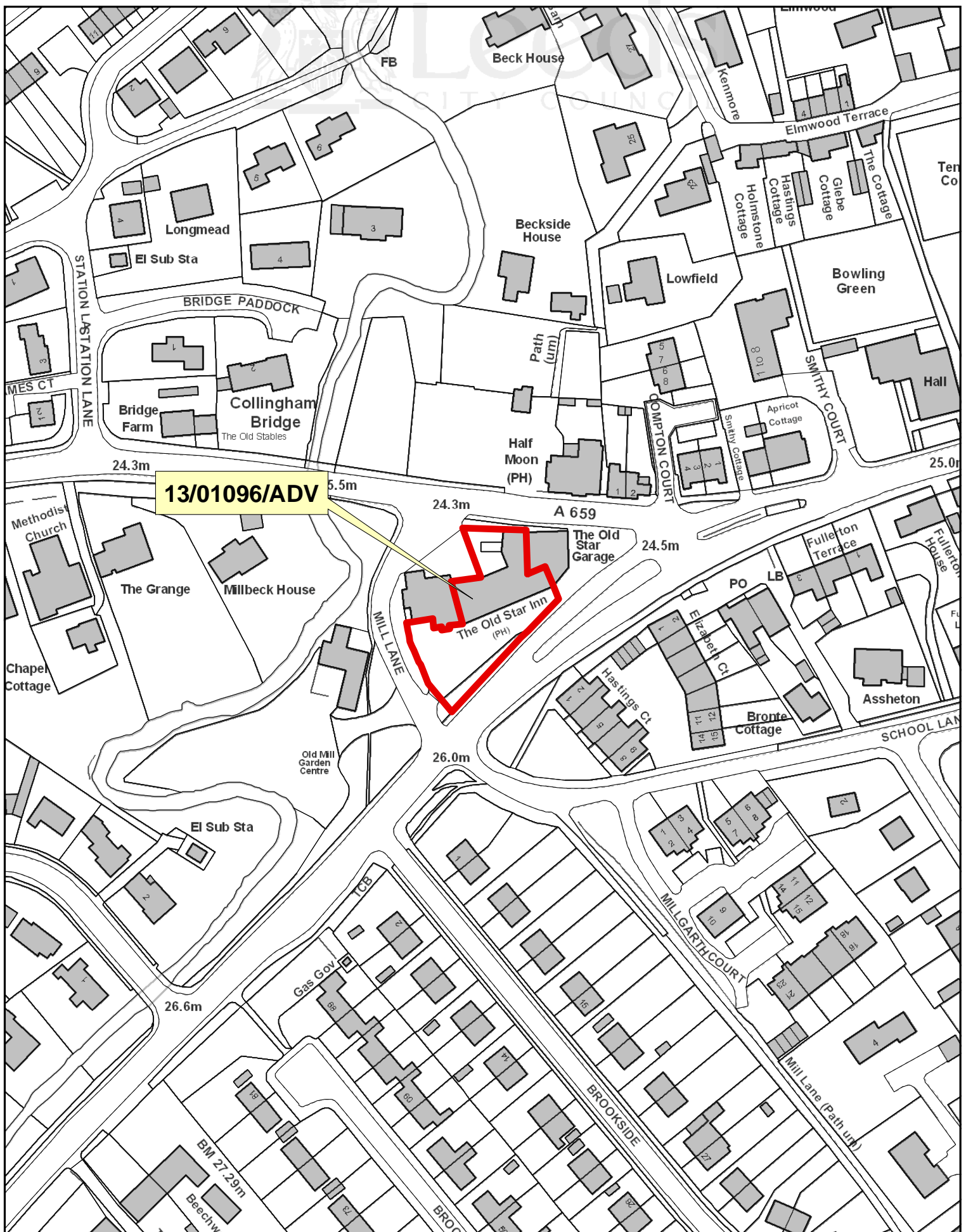
11.0 CONCLUSION

- 11.1 The application proposes to construct a hanging sign and an individual letter sign to the front of the building and to refurbish the existing free standing totem sign to the rear.
- 11.2 It is not considered the proposed signs will have a detrimental impact on the design of the building or on the character or the appearance of the Conservation Area, nor

is it considered that the proposal will have an adverse impact on neighbouring residential amenity or on Highway Safety. Therefore, it is considered that the proposal should be approved.

Background Papers:

Application file: 13/01096/ADV
Certificate of Ownership: N/A



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