

Recommendation: **GRANT ADVERTISEMENT CONSENT**

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Gwen Robinson

No Comment

Councillor Mike Sceal

No Comment

Councillor Peter Wade

No Comment

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 40

Number of site notices: 2

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The proposed development would involve the display of 1No. externally illuminated fascia sign, 1No. internally illuminated projecting sign, 2No. non-illuminated flat di-bond signs, 3No. door vinyls and 4No. window posters.

7.3 There is existing signage on the application site and other units in the surrounding area have illuminated and non-illuminated external/internal signs. Due to the retail character of the area the proposed development will not have a significant impact on visual amenity. The illuminated signage will not have a detrimental impact due to the location of the shop front which is not facing onto a highway or a residential dwelling.

- 7.4 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

- 7.5 The proposed signs would not impact on highway safety as the shop front does not face onto a public highway. The signage proposed in the car park is indicative of where customers of Co-Operative Funeralcare can park and will not be detrimental to highway safety.

(iii) Effect on residential amenity

- 7.6 Due to the location of the site and the nature of the proposed development there will be no additional impact on residential amenity and therefore the development is considered to be acceptable.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/01209 for the following reasons/subject to the following conditions.

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

FC Update Signage 004-003-101B
Elevations SC-658-V1-GF-DR-K-0007 1ST
GA Plan SC-658-V1-GF-DR-K-0001 1ST
Location Plan SC-658-V1-GF-DR-K-0004 1ST

Reason: - To ensure provision of a satisfactory development.