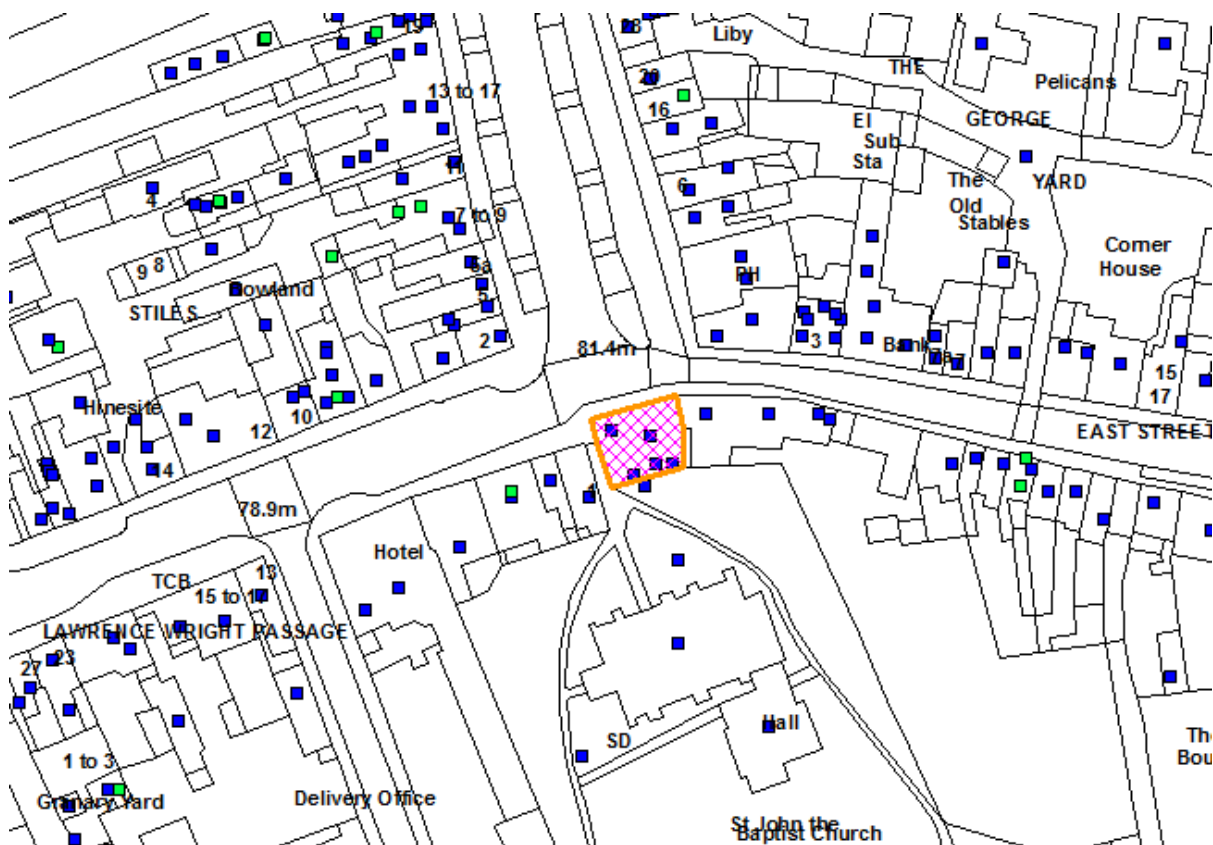


Case No: 18/01321/AVC
Proposal Description: 2 No. illuminated fascia signs, 1 No. non-illuminated hanging sign, 1 No. non-illuminated panel sign (AMENDED DESCRIPTION) (AMENDED PLANS RECEIVED 18th July 2018)
Address: Barclays Bank 2 East Street Alresford Hampshire SO24 9BU
Parish, or Ward if within Winchester City: New Alresford
Applicants Name: Coffee # 1
Case Officer: Mrs Katie Nethersole
Date Valid: 25 May 2018
Site Factors: New Alresford Conservation Area

Recommendation: Application Permitted



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General Comments

Application is reported to Committee due to the number of objections received contrary to Officer's recommendation.

Amended plans have been submitted to address concerns raised by the Historic Environment Officer – the hanging sign changed from illuminated to non-illuminated, illumination to fascia signs changed to halo illumination, removal of one of the air conditioning units to rear.

Alongside this application there is a listed building application (18/01320/LIS) and a full application (18/01319/FUL) associated with it. The full application is also being considered by Committee.

Site Description

The existing building is situated at the junction of East Street and Broad Street and is a Grade II listed building. The building overlooks Alresford's town square and was formerly occupied by Barclays Bank at ground floor level. The first and second floors are occupied by a fancy dress and accessories shop (Worn to be Wild). It is also situated within the New Alresford Conservation Area. The area comprises a mix of retail, commercial and residential properties. To the north of the site is St Johns Church.

Proposal

It is proposed to add 2 fascia signs, 1 non-illuminated hanging sign and 1 non-illuminated panel sign in connection with the proposed change of use from A2 (Bank) to A1/A3 (Coffee Shop) being considered under associated applications (18/01320/LIS and 18/01319/FUL)

Relevant Planning History

06/02186/FUL - Conversion of first and second floor office accommodation into 3 no. two bedroom flats (THIS APPLICATION MAY AFFECT THE SETTING OF A PUBLIC RIGHT OF WAY). WDN 10th April 2007.

07/03037/FUL - Conversion of first and second floor office accommodation into 3 no. two bedroom flats with additional dormer windows/fire escape (THIS APPLICATION MAY AFFECT THE SETTING OF A PUBLIC RIGHT OF WAY) (RESUBMISSION). REF 30th January 2008.

07/03038/LIS - Internal alterations to convert first and second floor office accommodation to 3 no. two bedroom flats; external alterations to provide dormer windows and fire exit door (RESUBMISSION). REF 30th January 2008.

08/01202/FUL - Conversion of class A2 offices on first and second floors to 3 no. self-contained flats consisting of 2 no. two bedroom and 1 no. one bedroom flats with first floor bin/cycle stores (THIS APPLICATION MAY AFFECT THE SETTING OF A PUBLIC RIGHT OF WAY). PER 30th July 2008.

08/01203/LIS - Internal alterations to convert offices on first and second floors to 3 no.

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self-contained flats consisting of 2 no. two bedroom and 1 no. one bedroom flats with first floor bin/cycle stores; external alterations to provide first floor fire exit door with 1 no. dormer window and 1 no. roof light at rear. PER 30th July 2008.

Consultations

Highways: No objections

Head of Historic Environment: No objections subject to conditions

Representations:

New Alresford Parish Council

- Object to the illuminated signs

7 letters received objecting to the application for the following reasons:

- Illuminated signs are not in keeping with the character of the town
- Illuminated signs would lead to light disturbance to neighbouring properties

0 letters of support received.

Relevant Planning Policy:

Winchester Local Plan Part 1 – Joint Core Strategy

MTRA2

Winchester Local Plan Part 2 – Development Management and Site Allocations

DM27, DM33, DM34

National Planning Policy Guidance/Statements:

National Planning Policy Framework

Other Planning guidance

Design Guidance for the Control of Shopfronts and Signs (1998)

Planning Considerations

Principle of development

Advertisements are controlled with reference to their effect on amenity and public safety only so these are the only material planning considerations.

Policy MTRA2 – Market towns and larger villages (LPP1) allows for new development which is appropriate in scale and design and conserves the settlement's identity.

Policy DM27 – Development in Conservation Areas (LPP2) allows for development proposals which conserve or enhance the character, appearance or special architectural or historic interest of the area. Any alterations the use of appropriate materials is expected and should not result in the loss of features that contributes to the character and appearance of the area.

Policy DM34 – Signage (LPP2) allows new signage provided it respects local character and conforms to the Design Guidance for the Control of Shopfronts and Signs. Within Conservation Areas internally illuminated signs will not be permitted.

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Design/layout

It is proposed to provide two non-illuminated fascia signs, one non-illuminated projecting sign and one panel sign next to the entrance door. The signs will advertise the proposed change of use to a coffee shop (A1/A3) and are considered to be in accordance with the Design Guidance for the Control of Shopfronts and Signs. Originally the signs were proposed to be illuminated but following discussions with the agent amended plans and details were submitted to change the signs to non-illuminated to bring the proposal in line with policy DM34.

Impact on character of area

The proposed signage is not considered to have any adverse impact on the amenities of character of the area nor on any of the adjacent properties.

Highways

The Highway Officer has reviewed the proposals and have confirmed that there are no significant highway implications raised by them and therefore there is no objection in highway terms.

Conclusion

It is concluded that the proposed signage is acceptable as it accords with policy and the Design Guidance for the Control of Shopfronts and Signs and is therefore recommended for approval.

Recommendation

Application Permitted subject to the following condition(s):

Conditions

01 This consent shall be for a limited period of five years from the date of this notice.

01 Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

02 All works of repair to the surrounding fabric and surfaces affected by the works hereby approved shall employ materials, traditional workmanship, and detailing, to match the existing in all respects, unless otherwise agreed in writing by the Local Planning Authority before the commencement of works on-site. The works shall then proceed in strict accordance with the approved details unless otherwise agreed in writing by the Local Planning Authority.

02 Reason: To preserve the special architectural / historic interest of the listed building and the character and appearance of the conservation area in accordance with Policies DM27, DM29 & DM30 of the Winchester District Local Plan Part 2 Adopted 2017; Policy CP20 Winchester District Joint Core Strategy; NPPF Section 16.

03 Any advertisements displayed and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

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03 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992

04 Any structure or hoarding erected or used principally for the purpose of display of advertisements shall be maintained in a safe condition.

04 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992

05 Where an advertisement is required, under the Control of Advertisement Act 2007, to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

05 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992

06 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

06 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992

07 No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so otherwise to render hazardous the use of any railway, railway, waterway or aerodrome (civil or military).

07 Reason: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations 1992

08 The advertisements hereby permitted shall be installed in accordance with the following plans:

Drawing no. P6 Block Plan

Drawing no. P3 Existing Elevations

Plans dated 16/5/18 Job no. 28490 and version 2 signage details

Drawing no. P4 Proposed Elevations

Drawing no. P5 Site location plan

08 Reason: In the interests of proper planning and for the avoidance of doubt

Informatives:

01 In accordance with paragraph 38 of the NPPF (July 2018) , Winchester City Council (WCC) take a positive and proactive approach to development proposals, working with applicants and agents to achieve the best solution. To this end WCC:

- offer a pre-application advice service and,
- update applicants/agents of any issues that may arise in the processing of their application, where possible suggesting alternative solutions.

02 This permission is granted for the following reasons:

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The development is in accordance with the Policies and Proposals of the Development Plan set out below, and other material considerations do not have sufficient weight to justify a refusal of the application. In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning permission should therefore be granted.

The Local Planning Authority has taken account of the following development plan policies and proposals:-

Winchester Local Plan Part 1 - Joint Core Strategy: MTRA2

Local Plan Part 2 - Joint Core Strategy: Development Management and Site Allocations:
DM27, DM34