

SCHEDULE A: Applications with Recommendation

13/0622

Item No: 23

Date of Committee: 15/11/2013

Appn Ref No:

13/0622

Applicant:

Skipton Building Society

Parish:

Carlisle

Date of Receipt:

09/08/2013 16:00:10

Agent:

Ward:

Castle

Location:

Skipton Building Society, 27-31 Bank Street,
Carlisle, CA3 8HJ

Proposal: Display Of 1no. Internally Illuminated Fascia Sign And 1no. Externally
Illuminated Projecting Sign

REPORT

Case Officer: Richard Maunsell

1. Recommendation

- 1.1 It is recommended that this application is approved with conditions.

2. Main Issues

- 2.1 The Principle Of Development
2.2 The Impact On The Character And Appearance Of The City Centre
Conservation Area

3. Application Details

The Site

- 3.1 The application site is located centrally within a terrace of buildings on the north side of Bank Street and is adjacent to other retail and commercial uses. The 3 storey building comprises a modern shop front on the ground floor with the upper 2 floors constructed from facing brick and sliding sash timber windows under a slate roof. The building forms part of a terrace of Grade II listed buildings located within the City Centre Conservation Area.

The Proposal

- 3.2 The application seeks advertisement consent for the display of replacement signage on the facade of the building. The replacement fascia would be of the same scale as the present sign. The existing halo illuminated individual letters and logo would be replaced by led illuminated individual letters with a single halo illuminated logo on the fascia. The letters would be increased in height by 50mm and would be of a different font.
- 3.3 The trough lit projecting sign is located above the fascia and over the entrance door. This sign would be replaced by another double sided externally illuminated sign that would comprise of the logo with the words "Skipton Building Society" underneath. Both the logo and the letters would be composed of vinyl graphics on a white background.

4. Summary of Representations

- 4.1 This application has been advertised by means of a site notice, a press notice and direct notification to the occupiers of 7 of the neighbouring properties. No representations have been received.

5. Summary of Consultation Responses

Cumbria County Council - (Econ. Dir. Highways & Transportation): - the details are acceptable. If an overhang licence is not already in place, one may be required for the projecting sign;

Conservation Area Advisory Committee: - the following response has been received:

- it is considered that the asymmetrical proposed signage is retrograde;
- it is suggested that the overall font sizes are reduced, in particular 'Building Society';
- the scheme should not be approved in its present form.

6. Officer's Report

Assessment

- 6.1 The relevant planning policy against which the application is required to be assessed are Policies LE19 and EC17 of the Carlisle District Local Plan 2001-2016. The proposal raises the following planning issues.

1. The Principle Of Development

- 6.2 Applications for advertisement consent can only be controlled in the interests of 'amenity' and 'public safety'.
- 6.3 The merits of the application must also be assessed under 'amenity' grounds. Advertisement proposals should have a positive impact on the appearance of the built and natural environment as required in paragraph 67 of the NPPF. The Framework also requires that planning decisions should limit the impact

of light pollution from artificial light on local amenity.

- 6.4 Planning policies require that advertisement proposals are appropriate to the character of the surrounding area and that the amenity of the surrounding area is protected. It is recognised that the site is within the City Centre and faces Bank Street; however, it would not be wholly disproportionate or unduly over-dominant. The scale together with the siting and design is considered to be proportionate to this building within the character of this area. In this regard, the proposal is not dissimilar to the existing signs and would not be obtrusive within the context of the amenity or character of the area.

2. The Impact On The Character And Appearance Of The City Centre Conservation Area

- 6.5 Development proposals within and adjoining conservation areas will be granted planning permission provided they preserve or enhance their character and appearance. Any new development or alterations to existing buildings should harmonise with their surroundings and be in sympathy with the setting, scale, density and physical characteristics of conservation areas.
- 6.6 The Conservation Area Advisory Committee has questioned whether the height of the lettering is appropriate. The applicant has confirmed that the proposal is part of a corporate rebranding exercise and would be unwilling to amend the scheme. Given that the letters would be 50mm higher than the existing but would have a slimmer profile, it would be unreasonable to refuse the application solely on this basis. The scheme is not wholly dissimilar from the existing and it would be difficult to substantiate the Committee's comment that the scheme is retrograde. The scale of the sign is appropriate and is acceptable within the Conservation Area and it is not considered that the character and appearance of the Conservation Area would be adversely affected by the proposal.

3. Other Matters

- 6.7 The applicant has been made aware of the Highway Authority's comment with regard to the licence for sign that overhangs the highway. In any event, this is a separate matter from this application and is between the Highway Authority and the applicant to resolve.

Conclusion

- 6.8 In overall terms, the scale and design of the signage would be appropriate to the building and the visual character of the area would not be adversely affected. Although the signage would be different to the existing, it is part of a national corporate branding programme and in any event, the scheme would not adversely affect the character or appearance of the City Centre Conservation Area. In all aspects the proposals would be compliant with the objectives of the relevant Local Plan policies.

7. Planning History

- 7.1 In 1985, advertisement consent was granted for the replacement of an illuminated fascia and projecting box sign.
- 7.2 In 1990, planning permission was granted for the installation of a new shop front.
- 7.3 Also in 1990, advertisement consent was granted for the erection of a new fascia sign and projecting sign.

8. Recommendation: Grant Permission

- 1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2. The approved documents for this Advertisement Consent comprise:

- 1. the submitted Advertisement Application Form received 9th August 2013;
- 2. the Location Plan received 12th August 2013;
- 3. the Existing and Proposed Drawings received 16th September 2013 (Drawing no. AB(0)01 Rev A;
- 3. the Notice of Decision.

Reason: To define the consent.

- 3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to -
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
