

<b>Application Number</b>	13/1174/ADV	<b>Agenda Item</b>	
<b>Date Received</b>	8th August 2013	<b>Officer</b>	Mr Amit Patel
<b>Target Date</b>	3rd October 2013		
<b>Ward</b>	Newnham		
<b>Site</b>	Co-Op 3 Grantchester Street Cambridge Cambridgeshire CB3 9HY		
<b>Proposal</b>	Externally illuminated fascia sign & non-illuminated wall sign		
<b>Applicant</b>	Old Bank Building Hanover Street Manchester M60 0AB		

SUMMARY	<p>The development accords with the Development Plan for the following reasons:</p> <p>The proposal is for an externally illuminated sign instead of an internally illuminated sign</p> <p>The illumination will be directed towards the signage</p> <p>The proposal will not detract from the character or appearance of the Conservation Area</p>
RECOMMENDATION	APPROVAL

## 1.0 SITE DESCRIPTION/AREA CONTEXT

- 1.1 Located on the western side of Grantchester Street and northern side of Newnham Croft Street, 3 Grantchester Street is constructed of gault type brick, with a timber clad, gable ended porch projecting over the ground floor shop entrance. The upper floors provide residential accommodation. To the rear is a car parking area to serve this block of flats and flats 5 to 15 Newnham Croft Street. The surrounding area is predominantly residential, comprised of terrace houses and flats. A post office

is located directly southwest of the Co-op on Newnham Croft Street.

- 1.2 The site is located within City of Cambridge Conservation Area No. 8 (Newnham Croft)

## 2.0 THE PROPOSAL

- 2.1 This application seeks advertisement consent for an externally illuminated fascia sign and a non illuminated wall sign.
- 2.2 The fascia sign faces onto Grantchester Street and replaces the existing signage with the addition of an external trough light which projects 0.02m from the wall. The lighting will be over the lettering only. The sign itself is 4m wide by 0.6m by 0.035m. The sign will be made up of an aluminium frame with applied letters.
- 2.3 The wall sign measures 1.2m by 1.2m by 0.003m. This is a non-illuminated sign and will be made of aluminium panel with vinyl lettering.

The application is accompanied by the following supporting information:

1. Plans
2. Photos

- 2.4 The application is brought before Committee at the request of Councillor Reid who has raised concern that the introduction of illuminated signs maybe inappropriate for this residential street because it could be garish and visually intrusive.

## 3.0 SITE HISTORY

Reference	Description	Outcome
07/0390/ADV	Installation of an internally illuminated fascia sign.	A/C
C/02/0139	Installation of 2no internally illuminated fascia signs, and 1no internally illuminated projecting sign.	Part Refusal Part Approval

- 3.1 The decision notice for the previously approved application C/02/0139 and 07/0390/ADV are attached to this report as Appendix 2 and 3 respectively.
- 3.2 The application reference C/02/0139 approved the internally illuminated fascia sign on the Grantchester Street frontage but refused the fascia sign and projecting sign which were also internally illuminated on the Newham Croft Street.
- 3.3 The application reference 07/0390/ADV approved an internally illuminated fascia sign subject to condition in the same position as the current sign.

#### 4.0 PUBLICITY

- 4.1 Advertisement: No  
 Adjoining Owners: Yes  
 Site Notice Displayed: No

#### 5.0 POLICY

- 5.1 See Appendix 1 for full details of Central Government Guidance, Cambridge Local Plan 2006 policies, Supplementary Planning Documents and Material Considerations.
- 5.2 Relevant Development Plan policies

PLAN		POLICY NUMBER
Cambridge	Local	3/4 3/15
Plan 2006		4/10

- 5.3 Relevant Central Government Guidance, Supplementary Planning Documents and Material Considerations

Central Government Guidance	National Planning Policy Framework March 2012  Circular 11/95
Supplementary	Sustainable Design and Construction

Planning Documents	
Material Considerations	<p><u>Central Government:</u></p> <p>Letter from Secretary of State for Communities and Local Government (27 May 2010)</p> <p>Written Ministerial Statement: Planning for Growth (23 March 2011)</p> <p>National Planning Practice Consultation</p>
	<p><u>Citywide:</u></p> <p>Cambridge Shopfront Design Guide</p>
	<p><u>Area Guidelines:</u></p> <p>Conservation Area Appraisal:</p> <p>Newnham Croft</p>

#### 5.4 Status of Proposed Submission – Cambridge Local Plan

Planning applications should be determined in accordance with policies in the adopted Development Plan and advice set out in the NPPF. However, after consideration of adopted plans and the NPPF, policies in emerging plans can also be given some weight when determining applications. For Cambridge, therefore, the emerging revised Local Plan as published for consultation on 19 July 2013 can be taken into account, especially those policies where there are no or limited objections to it. However it is likely, in the vast majority of instances, that the adopted development plan and the NPPF will have considerably more weight than emerging policies in the revised Local Plan.

For the application considered in this report, the following policies in the emerging Local Plan are of relevance:

Policy 61 – Conservation and enhancement of Cambridge’s historic environment  
Policy 64 – Shopfronts, signage and shop security measures  
Policy 65 – Visual pollution  
Appendix H of the emerging local plan (illumination)

## **6.0 CONSULTATIONS**

### **Cambridgeshire County Council (Highways Development Management)**

6.1 No comment to make.

#### **Urban Design and Conservation Team**

The application is supported. The proposal will not have any great effect on the established character and appearance of the Conservation Area. Consequently, the application adheres to Cambridge Local Plan Policy 4/11 and the Shopfront Design Guide

The above responses are a summary of the comments that have been received. Full details of the consultation responses can be inspected on the application file.

## **7.0 REPRESENTATIONS**

7.1 No comments received.

## **8.0 ASSESSMENT**

8.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 states that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety.

Paragraph 67 of the NPPF 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. Only those advertisements, which will clearly have an appreciable impact on a building or on their surroundings, should be subject to the local planning authority’s

detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

#### Amenity – Impact on the character of the building and the street scene

The proposal is for a new fascia sign and wall sign. The fascia sign is being replaced with the addition of external illumination by trough light. The assessment of the application revolves around whether or not the illumination will be detrimental to the character of the building and/or the street scene.

Planning history for the site suggests that the sign is already illuminated but this is internal. From my site visit and plans I note that the illumination will be over the lettering of the sign and not the full width of the proposed sign. The shop opens late into the evening and there is already illumination from street furniture. I do not consider that the proposed illumination would be garish in the overall street scene. The illumination will be restricted to the opening hours of the shop by way of condition (no. 3). Due to the design of the building, with the lighting being sited next to the projecting element of the floors above, the trough light will not be visible travelling north along Grantchester Road until you get close to it. Travelling in the opposite direction there are trees along the frontages of adjacent properties which obscure this view. The trough lighting will have a low profile when read against the overall frontage of the building and I consider that this will not impact upon the building.

Subject to condition, in my opinion, the proposed signs comply with policies 3/4, 3/15, 4/10 and 4/11 of the Cambridge Local Plan (2006, the Cambridge City Council Shopfront Design Guide (1997), and government guidance in the NPPF.

#### Public safety – Impact on highway safety

I am of the opinion that the proposed signs would not pose a danger to highway safety. The Highway Authority officer shares this view.

## **9.0 CONCLUSION**

The proposal is for a new wall sign and externally illuminated fascia sign. The application is supported by Conservation Officers and I agree with their view. The proposal will only be visible from certain angles in the street and therefore being on a modern building I do not consider that this will detract from the Conservation Area or the building and recommend APPROVAL.

## **10.0 RECOMMENDATION**

### **FOR RECOMMENDATIONS OF APPROVAL**

**1. APPROVE subject to the following conditions and reasons for approval:**

1. The express consent hereby approved expires on 14th November 2018 and the advertisement hereby approved shall be displayed before that date.

Reason: In accordance with Part 3 Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

2. The development hereby permitted shall be carried out in accordance with the approved plans as listed on this decision notice.

Reason: In the interests of good planning, for the avoidance of doubt and to facilitate any future application to the Local Planning Authority under Section 73 of the Town and Country Planning Act 1990.

3. The advertisement hereby approved shall only be illuminated whilst the premises upon which it is displayed are open for trade, unless agreed otherwise in writing with the local planning authority.

Reason: In the interests of visual amenity. (Cambridge Local Plan 2006 policies 3/4 and 3/15)