

SHERINGHAM - ADV/24/1828- Display of one externally illuminated fascia sign and one internally illuminated hanging sign at 10 Church Street, Sheringham.

Advertisements

Target Date: 18th November 2024

Extension of time: 18th November 2024

Case Officer: Alice Walker

Advertisement Consent

RELEVANT SITE CONSTRAINTS:

Settlement Boundary

Town Centre

Sheringham Conservation Area

Primary Retail Frontages Area

Primary Shopping Area

GIRAMS Zone of Influence

RELEVANT PLANNING HISTORY:

PF/17/1782

Conversion of existing storage area/office and existing flat to form 4 No. flats; replacement windows and external alterations

Approved 15.12.2017

PF/14/0740

Conversion of A1 (retail) shop and flat to two A1 (retail) shops and four flats

Approved 04.09.2014

PF/90/1213

Extension to Rear (Single Storey) Redecoration of Shopfront Fascia

Approved 31.08.1990

THE APPLICATION:

The application seeks advertising consent for the Display of an externally illuminated fascia sign and an internally illuminated hanging sign at 10 Church Street, Sheringham.

REASONS FOR REFERRAL TO COMMITTEE:

The item was called into Committee by Cllr Liz Withington – as ward member for the site. The item was called in on 23rd October 2024 and the grounds for call-in are:

“1. The application is in a particularly sensitive location e.g. the location is situation within the Sheringham Conservation Area.

2. The site is also in the heart of a predominantly independent and vibrant town centre

3. Allowing this application and further increasing the number of takeaways and eateries could potentially be a tipping point for the town and have a negative impact on the sustainability of the Town Centre as a whole.

4. I believe this contravenes Policy EC5. The principle behind it of preventing Primary Retail Frontage Areas from becoming dominated by SUI GENERIS classified businesses; eateries, hospitality, betting shops, amusements etc., is very relevant here.

5. The National Planning Policy Framework in paragraphs 96-107 Promoting Healthy and Safe Communities states that planning policies and decisions should aim to achieve healthy, inclusive and safe places.

6. There are currently 14 red coded food outlets in Sheringham and if this application were to be approved it would be 15 and the 4th Pizza outlet in the town. If we are to support local health strategies in a meaningful way then we should be taking account of the NNPF guidance which is available to us.

7. I appreciate that the changes to the signage have been discussed with planners however I feel it is still not in keeping with our town and an area which supports Dark Skies. The town Council having included this in their 2019-2024 Town Plan and being in close proximity to Kelling Heath and Wiveton Downs Dark Skies points it is an asset to be protected. This I believe contravenes Policies EN2 and 4.

8. As Dominos acts predominantly as a take away and plans only 16 covers to include waiting as well this business will generate a considerable amount of waste. It is also bulky waste which cannot be currently recycled due to contamination from food. This will prove problematic for the town.

9. The level of public interest is so significant that I believe the application should be put before Committee. So far both Experience Sheringham (The Chamber of Trade) have expressed concerns and the Town Council also object.

I have considered the planning merits of the case carefully and would like to thank the Case officer for their support in understanding the intricacies of Policy EC5 but I do not agree with the Case Officer's conclusions.

(Note: Cllr Withington has also submitted a detailed representation on these two applications. That representation – as well as covering other matters - expands on and explains further - the 9 points above)".

REPRESENTATIONS:

1 representation has been made objecting to this application. The key points raised in **OBJECTION** are as follows (summarised):

- Advertising consent relates to a change of use to a Hot-food takeaway
- Proliferation of hot-food takeaways not supported by government
- Concerns regarding the control of litter
- Amenity concerns related to the operation of the premises (noise and odour)
- No requirement for another hot food takeaway
- Proposal would not contribute positively to the Sheringham Conservation Area, nor preserve or enhance its special character.

CONSULTATIONS:

Ward Councillor – Comments provided as above.

Sheringham Town Council – Object. The comments in summary are:

- The proposed sign is out of keeping and inappropriate in the Conservation Area.

Conservation and Design - Advice Given. The comments in summary are:

- With the revised Drawing No. C5405-S07 B having satisfactorily addressed the earlier Conservation & Design concerns around the mode of illumination, there need be no further objections to this application.
- Overall, it is now considered that the proposed signage, in isolation, would have an essentially neutral impact upon the appearance and character of the host building, and thus would not harm the overall significance of the Sheringham Conservation Area.

NCC Highways - No Objection. The comments in summary are:

- The Highway Authority raise no objection but would recommend the following conditions be appended to any grant of permission your Authority is minded to make.
 - A minimum vertical clearance of 4.2 metres shall be maintained at all times between the proposed structure (the projecting hanging sign) and the level of the adjacent public highway.
 - The level of illumination of the illuminated signs shall not at any time during the hours of darkness exceed 600 cd/m². No part of the source of the illumination shall at any time be directly visible to users of the adjacent public highway.

HUMAN RIGHTS IMPLICATIONS

It is considered that the proposed development may raise issues relevant to

Article 8: The Right to respect for private and family life.

Article 1 of the First Protocol: The right to peaceful enjoyment of possessions.

Having considered the likely impact on an individual's Human Rights, and the general interest of the public, approval of this application as recommended is considered to be justified, proportionate and in accordance with planning law.

CRIME AND DISORDER ACT 1998 - SECTION 17

The application raises no significant crime and disorder issues.

LOCAL FINANCE CONSIDERATIONS

Under Section 70(2) of the Town and Country Planning Act 1990 the council is required when determining planning applications to have regard to any local finance considerations, so far as material to the application. Local finance considerations are not considered to be material to this case.

RELEVANT POLICIES:

North Norfolk Core Strategy (2008):

Policy EN 4 Design

Policy EN 8 Protecting and Enhancing The Historic Environment

Policy EN 13 Pollution and Hazard Prevention and Minimisation

Policy CT 5 The Transport Impact of New Development

Material Considerations:

National Planning Policy Framework (December 2023):

Chapter 2 Achieving sustainable development
Chapter 4 Decision-making
Chapter 6 Building a strong, competitive economy
Chapter 8 Promoting healthy and safe communities
Chapter 12 Achieving well-designed and beautiful places
Chapter 16 Conserving and enhancing the historic environment

Supplementary Planning Documents and Guidance:

North Norfolk Design Guide SPD (December 2008)

Other material documents/guidance:

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
National Planning Practice Guidance (NPPG) for Advertisements

OFFICER ASSESSMENT:

MAIN ISSUES FOR CONSIDERATION:

- 1. Amenity**
- 2. Public Safety**

Background:

This application seeks Advertisement Consent for the display of one externally illuminated fascia sign and one internally illuminated hanging sign at 10 Church Street, Sheringham and is to be determined in accordance with the Development Plan, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the requirements of the National Planning Policy Framework (NPPF). In this regard, paragraph 141 of the NPPF advises that "*Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*".

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that "amenity" includes both visual and aural amenity thus giving consideration to the effect of the advertisements upon the immediate neighbourhood. Furthermore, matters of 'public safety' concern the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). This has regard to matters such as the behaviour of drivers and possible confusion with, or obstruction of any traffic sign or signal. It is of course recognised that all advertisements are intended to attract people's attention, however what matters is whether the advertisement, or its siting would be so confusing or distracting so that it creates a hazard for, or endangers, people who are taking reasonable care for their own and others' safety.

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

1. Amenity

Policy EN 4 of the Core Strategy states proposals should not have a significantly detrimental effect on the residential amenity of nearby occupiers. Policy EN 13 states that all development should minimise and reduce forms of pollution, including light and noise pollution, and development will only be permitted where there are not unacceptable impacts on general amenity, health and safety of the public and air quality, amongst other matters.

Section 8 of the North Norfolk Design Guide states that advertisements need to pay due regard to their surroundings and be part of the overall design of the host building. Scale, form, detailing, lettering style and colour are the key determinants in achieving this and in ensuring that a new advertisement does not appear as an unsympathetic appendage. Where illumination is required, the emphasis will be on the discreet use of trough lighting rather than internally illuminated box signs and fascia's.

The proposed advertisements are located at 10 Church Street, which is a commercial unit located in Sheringham Town Centre, within the Primary Retail Frontage area. Currently the shopfront has a non-illuminated fascia sign. The proposed advertisements would provide company branding and logo above the frontage of the unit. Following the initial comments regarding illumination from Officers, this application was revised to propose the display of one externally illuminated fascia sign using a trough light and one internally illuminated hanging sign.

The externally illuminated Fascia sign will comprise of a folded aluminium background tray finished in RAL 7043 Traffic Grey in a satin finish with individual built up acrylic lettering and logo (33mm deep) mounted direct to the face. The Fascia is proposed to be illuminated via a 3600mm trough light finished RAL 7043 Traffic Grey with a luminance of 580 candelas/m², i.e. within the 600cd/m² permitted by Highway regulations.

The 120mm deep double sided internally illuminated projection sign would project by 855mm and would be comprised of 2 x 60mm aluminium trays fitted around a central framework all finished RAL 7043 traffic grey with a satin finish. Opal acrylic panels to be decorated with translucent vinyl. Panels to be illuminated by LED lighting mounted within sign case with a luminance of 450 candelas/m².

Regarding the policy above, it is acknowledged that the advertisement is located within the Sheringham Conservation Area. Officers consider that the use of a trough light to externally illuminate the sign, aligns with the aims of the North Norfolk Design Guide and would be appropriate for its context; i.e. a defined Small Town Centre within a rural district.

In respect of the internally illuminated hanging sign, this would be a relatively modest proposal with more muted illumination. Overall, it is considered that the proposed signage, in isolation, would have an essentially neutral impact upon the appearance and character of the host building, and thus would not harm the overall significance of the Sheringham Conservation Area.

Given the town centre location, the scale and nature of the signage and the levels of luminance there is considered to be no unacceptably detrimental impact in terms of amenity. For the above reasons, the Council find the proposal in accordance with Policies EN 4 and EN 13, of the Adopted North Norfolk Core Strategy, as well as Section 12 of the NPPF (2023) in terms of impact on amenity.

2. Public Safety

Policy CT 5 states that development proposals should provide for safe and convenient transport for all.

Significant weight in terms of public safety is given to the opinion of the local highway authority, with particular regard to the impact of signage on users of the highway, largely in terms of driver distraction and adequate visibility.

In this case the advertisements would be located on the upper fascia of a commercial unit Church Street which forms part of Sheringham High Street and would replicate the positioning of the existing signage. The illumination would be set externally within a trough light which would direct the illumination to the fascia sign and shield from additional light spill and internally within the acrylic projection sign.

Highways Officers raised no objections to the proposal provided that a vertical clearance of 4.2 metres would be maintained between the projecting hanging sign and the level of the adjacent public highway. Furthermore, officers stated the level of illumination shall not at any time during the hours of darkness exceed 600 cd/m² and no part of the source of the illumination shall at any time be directly visible to users of the adjacent public highway.

Officers conclude that the proposals would not have a detrimental impact upon public/highway safety.

Conclusion

It is considered that the proposed Advertisements would not be harmful to the visual amenity of the area, nor provide harmful levels of luminance such to be considered light pollution. The proposals comply with Policies EN 4 and EN 13, of the Adopted North Norfolk Core Strategy, as well as Section 12 of the NPPF (2023). Furthermore, no concerns have been raised with regards to public safety and the application accords with Policy CT 5 of the adopted Core Strategy. Overall, the application is considered acceptable, and Approval is therefore recommended subject to the imposition of conditions.

RECOMMENDATION:

APPROVAL subject to conditions relating to the following matters:

- Standard Advert Conditions
- Time limit 3 years
- Development in accordance with approved plans
- Materials as submitted
- Restricted Luminance
- Height from public highway

Final wording of conditions and any others considered necessary to be delegated to the Assistant Director – Planning