

Item No. 19

APPLICATION NUMBER	CB/12/00356/ADV
LOCATION	10 Market Square, Pottton, Sandy, SG19 2NP
PROPOSAL	Advertisement Consent: Board advertisement on wall (retrospective)
PARISH	Pottton
WARD	Pottton
WARD COUNCILLORS	Cllrs Mrs Gurney & Zerny
CASE OFFICER	Clare Golden
DATE REGISTERED	05 April 2012
EXPIRY DATE	31 May 2012
APPLICANT	Mrs King
AGENT	
REASON FOR COMMITTEE TO DETERMINE	Cllr Zerny has called the application to the Development Management Commottee on the grounds that the sign is out of character with the conservation area.
RECOMMENDED DECISION	Advertisement - Granted

Site Location:

The application site is the covered coachway entrance into a courtyard serving a business unit and then residential properties. The coachway entrance is located between No.s 10 and 11 Market Square, Pottton.

The Application:

This application seeks advertisement consent for the erection of a sign. This is a retrospective application because the sign has already been erected.

RELEVANT POLICIES:

National Planning Policy Framework

7 - Requiring good design, (para. 56)

12 - Conserving and enhancing the historic environment, (para. 126)

Adopted Core Strategy and Development Management Policies, 2009

CS15 - Heritage

DM3 - High Quality Development

DM13 - Heritage in Development

Supplementary Planning Guidance

SPD - Design in Central Bedfordshire - A Guide for Development, Design Supplement 6: Shopfronts and Signage

Planning History

None.

Representations: (Parish & Neighbours)

Potton Town Council **Object** to the proposal - A reason has not been provided.
Neighbours No comments received.

Consultations/Publicity responses

Advertised on 27.04.12 No comments received.
Site notice posted on 2.5.12 No comments received.
Conservation & Design Officer No objections.
Highways, Development Management No objections.

Determining Issues

The main considerations of the application are;

- 1. Impact on visual amenity**
- 2. Impact on highway safety**

Considerations

1. Impact on visual amenity

The application site lies within Potton Conservation Area, on Market Square, which is the main public space within the conservation area, where the buildings and spaces around it make a positive contribution to the character and appearance of the area.

The proposed sign has already been erected on the inner west wall of the coachway entrance. The sign measures approximately 0.7metres by 0.5metres and is made of plastic surrounded by a timber frame. The sign is set in slightly from the corner of No. 10, and by reason of its small scale and position within the coachway entrance, it is not considered that the sign is visually prominent, being located on a recessive element of an existing building.

By reason of the size and location of the sign, it is not considered that it appears unduly prominent, nor does it detract from the character and appearance of the conservation area, and thus, the proposal is in accordance with Policies DM3, DM13 and CS15 of the Adopted Core Strategy, Development Management Policies, Sections 7 and 12 of the National Planning Policy Framework, and guidance in the Council's Adopted Design Guide, Supplement 6: Shopfronts and Signage.

2. Impact on highway safety

The signage would not be illuminated. Due to its modest size, simple design and siting it is not considered that any harm to highway safety would result.

Recommendation

That Advertisement Consent be **Granted** subject to the following:

- 1 This express consent shall expire at the end of a period of three years from the date of the consent.

Reason: To comply with the provisions of Regulation 16(2)(c) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2 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: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 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: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 4 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: Standard condition required by the Town and Country Planning (Control of Advertisement) Regulations 2007.

- 5 No advertisement shall be sited or displayed so as to

- endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 6 The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers: CBC/001; CBC/002; ML/1; ML/2.

Reason: For the avoidance of doubt.

Reasons for Granting

The proposal, by reason of its siting, design and location would have no adverse impact on the surrounding visual amenity, conservation area or highway safety and is in conformity with Policy DM3 of the Core Strategy and Development Management Policies, 2009 and the Adopted Design Guide SPD, 'Design in Central Bedfordshire: Shopfronts and Signage', 2010, and the National Planning Policy Framework, 2012.

DECISION

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