

Application Ref: NP/13/0361

Application Type	Advert
Grid Ref:	SN13230058
Applicant	Mr Q Zhu
Agent	
Proposal	New surface mounted sign fixed to fascia above shop front & new projecting sign at first floor level, both replacing existing signs
Site Location	Tasty Cafe, 4, White Lion Street, Tenby, Pembrokeshire, SA70 7ES
Case Officer	Caroline Phillips Bowen

Summary

This application is being reported to the Development Management Committee for consideration as the recommendation of refusal is contrary to the views expressed by Tenby Town Council.

This application seeks consent to display an advertisement at an existing take away premises located on the northern flank of White Lion Street, and opposite the northern section of Tenby Town Wall. The site falls within the Centre Boundary for Tenby, as defined for the purposes of the Pembrokeshire Coast National Park Local Development Plan.

In determining applications for advertisement consent, the National Park Authority is confined to the consideration of amenity and public safety only. The appropriate consultee with regard to public safety is the Highways Authority, which has advised that it has no objection on highway grounds. In respect of amenity, this relates to the consideration of the effect of an advertisement on the immediate setting of where they are displayed.

Tenby Town Council has no objection to the proposal, as it is considered that the proposed signs replace existing signs and are in keeping. An objection has been received from the Authority's Conservation Officer, and Tenby Civic Society has expressed concern at the proposed sign obscuring the original mouldings and fascias.

The existing shopfront retains much of its original 19th Century character, and whilst neither listed or within the conservation area, occupies a prominent position facing Tenby Town Walls. The new signage will involve the addition of a deeper 'wrap around' fascia sign to the main shop front, and a new hanging sign. Both signs will be non-illuminated.

Officers have concerns that the proposed depth and resultant appearance of the new fascia would not be in keeping with the traditional character and appearance of the existing shopfront. The original fascia and cornice detailing would be replaced by a plain fascia sign, which has no mouldings or detailing to relieve the appearance. Paragraph 8.18 of the Authority's Supplementary Planning Guidance on Shopfront Design advises that within the National Park,

traditional fascias and cornices should be retained and refurbished, and, as this application seeks to install a fascia of a different depth, and plain design and proportion in place of an original fascia, the proposal is not considered to be acceptable. In light of this, officers could not support the application and the recommendation is, therefore, of refusal.

Consultee Response

Tenby Town Council: Recommend approval as the proposed signs replace existing and are in keeping.

PCC - Transportation & Environment: No objection

Conservation Officer: Recommend Refusal

Tenby Civic Society: Conditional Consent

Public Response

A site notice was posted at the application site, and neighbouring premises notified by letter. Tenby Civic Society expressed the following concerns

- The proposed lettering style is attractive and appropriate and need for larger lettering is accepted. However the proposal will remove or cover over the original mouldings above and below the present less high fascia sign. This would remove some of the attractive Victorian detailing of this attractive shopfront. We were unable to interpret the symbol proposed on the fascia and proposed projecting sign.
- A solution that used the attractive proposed lettering style in a slightly smaller size could shoe horn into the existing fascia so less moulding was obscured; this would be preferred. Perhaps the phone number could be substituted for the obscure symbol or placed on the inside of each of the bay windows, a common and attractive use of windows elsewhere in the centre.
- An alternative would be to condition the preservation and retention of the mouldings under the new fascia panel.

Policies considered

Please note that these policies can be viewed on the Policies page Pembrokehire Coast National Park website - <http://www.pembrokeshirecoast.org.uk/default.asp?PID=549>

LDP Policy 01 - National Park Purposes and Duty

LDP Policy 07 - Countryside

LDP Policy 08 - Special Qualities

LDP Policy 15 - Conservation of the Pembrokehire Coast National Park

LDP Policy 30 - Amenity

Officer's Appraisal

The application site is a two storey building which sits within a terrace of commercial properties on the northern flank of White Lion Street (which links between South Parade and High Street). The site directly faces the northern section of Tenby Town Walls, and is on the edge of an established retail streetscape.

Constraints

- Biodiversity
- Ancient Monument (opposite site)

Recent Planning History

- S/05/96 – Shop sign and sign. Approved.

Current Proposal

The application seeks permission for;

- A powder-coated aluminium fascia sign with vinyl lettering, which will wrap around the main fascia. Dimensions are 4.2 metres by 0.55 metres to the main frontage and 0.70 metres by 0.55 metres to each side elevation.
- A powder-coated aluminium projecting sign measuring 0.65 metres by 0.65 metres square.

Both signs will replace existing signage at the premises.

Key Issues

The application raises the following planning matters:-

- Amenity
- Public Safety

In determining applications for advertisement consent, the local planning authority is only able to consider the issues of amenity - the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there; and public safety - the safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome, and whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air. Any relevant policies of the development plan would also be a material consideration

Paragraph 3.5.2 of Planning Policy Wales Edition 5 states that the test in considering an advertisement's impact on amenity is whether it would adversely affect the appearance of the building, or of the immediate neighbourhood where it is to be displayed. It goes on to state that local planning authorities should, therefore, consider the local characteristics of the neighbourhood, including its scenic, historic, architectural or cultural features.

Policy 15 of the Pembrokeshire Coast National Park Local Development Plan seeks to conserve the National Park, with criteria (a) and (b) resisting development that would cause significant visual intrusion, and/or that would be insensitively or unsympathetically siting within the landscape. Policy 30 (d) seeks to avoid development that is visually intrusive.

Amenity.

It is recognised that the premises fall within a short streetscape which is commercial in character, and that there is existing signage at the site. However, the shop occupies a prominent position facing toward the Town Walls and is on a main thoroughfare for both pedestrian and vehicular traffic, thus is very visible from a public vantage point. The main building still retains a traditional character and appearance, together with an attractive shopfront which has retained mouldings and details which frame and define the main windows and entrance.

Whilst the proposed hanging sign would not be considered out of keeping, the proposal to replace the existing fascia and cornice is considered unacceptable, as the 'wrap around' fascia would be deeper in profile, without the detailing and profile of a cornice or moulding to maintain a traditional appearance to the shopfront. As a result, the fascia would appear plain, prominent and out of keeping with the existing proportions and character of the main shopfront and building.

The proposed fascia sign is, therefore, considered to be unacceptable by reason of the depth and design, resulting in the loss of a traditional shopfront fascia in a prominent streetscene within Tenby.

Public Safety.

For the purposes of determining an advertisement application, this concerns the safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome, and whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air. The appropriate consultee, in this instance, is the Local Highways Authority, as the posts lie adjacent to the public highway. The Highways Planning Liaison Officer was consulted, and advised that there were no objection on highway grounds.

Conclusion.

Whilst the proposed fascia sign would not be considered to cause harm to issues of public safety, it is considered to be inappropriate to the traditional character and appearance of the existing shopfront. In light of this, officers could not support the application and the recommendation is, therefore, of refusal.

Recommendation

That the application be refused for the following reason;

The proposed fascia sign, by reason of the depth and design, would be out of keeping with the character and appearance of the existing shopfront and host building, the wider streetscape setting, and would fail to protect the special qualities of the Pembrokeshire Coast National Park.

Policy: LDP 01 - National Park Purposes and Duty (Strategy Policy), LDP 07 - Countryside, LDP 08 - Special Qualities (Strategy Policy), LDP 15 - Conservation of the Pembrokeshire Coast National Park, LDP 30 – Amenity.

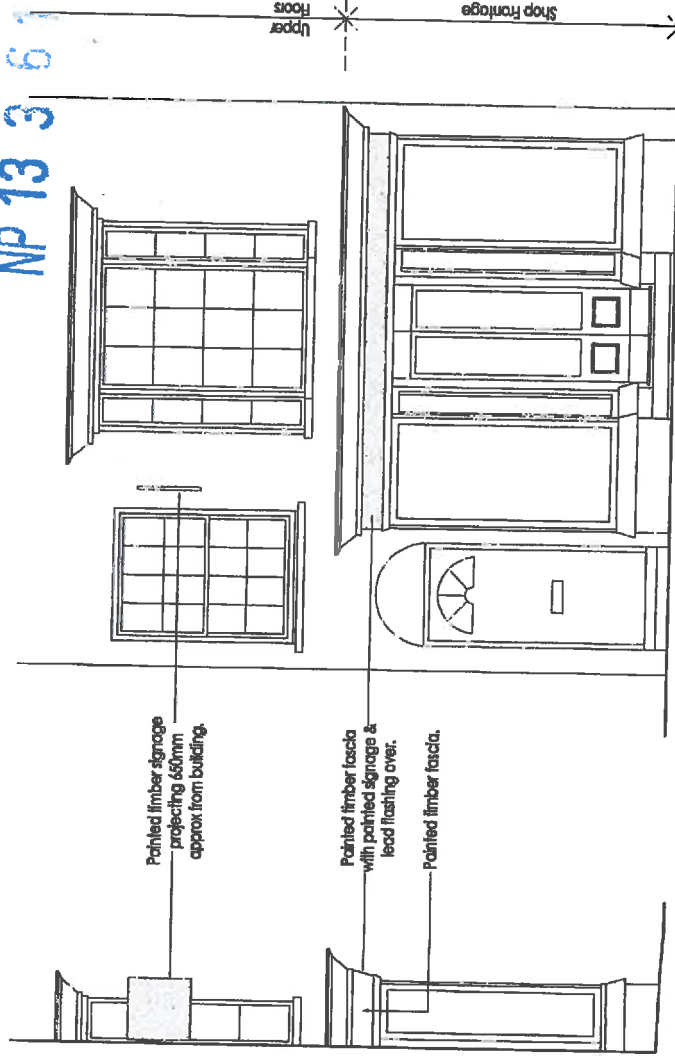
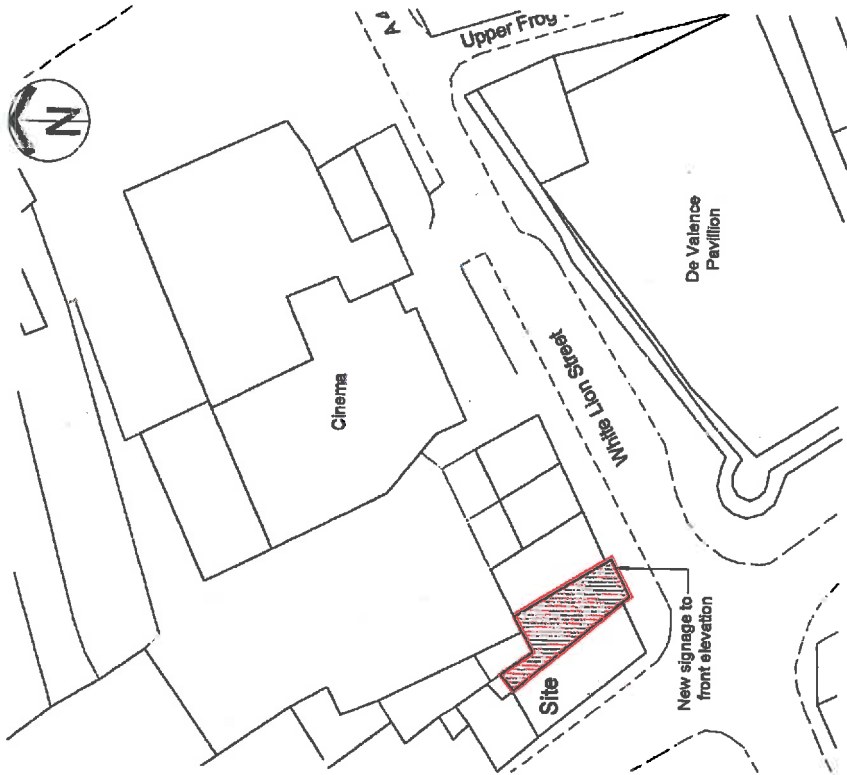
1 - AUG 2013



Sign at high level
Existing signage at 4 White Lion Street



NP 13 3 6 1



Side Elevation

Front Elevation

Existing Elevations 1:50

Site Location Plan 1:500



1 - AUG 2013

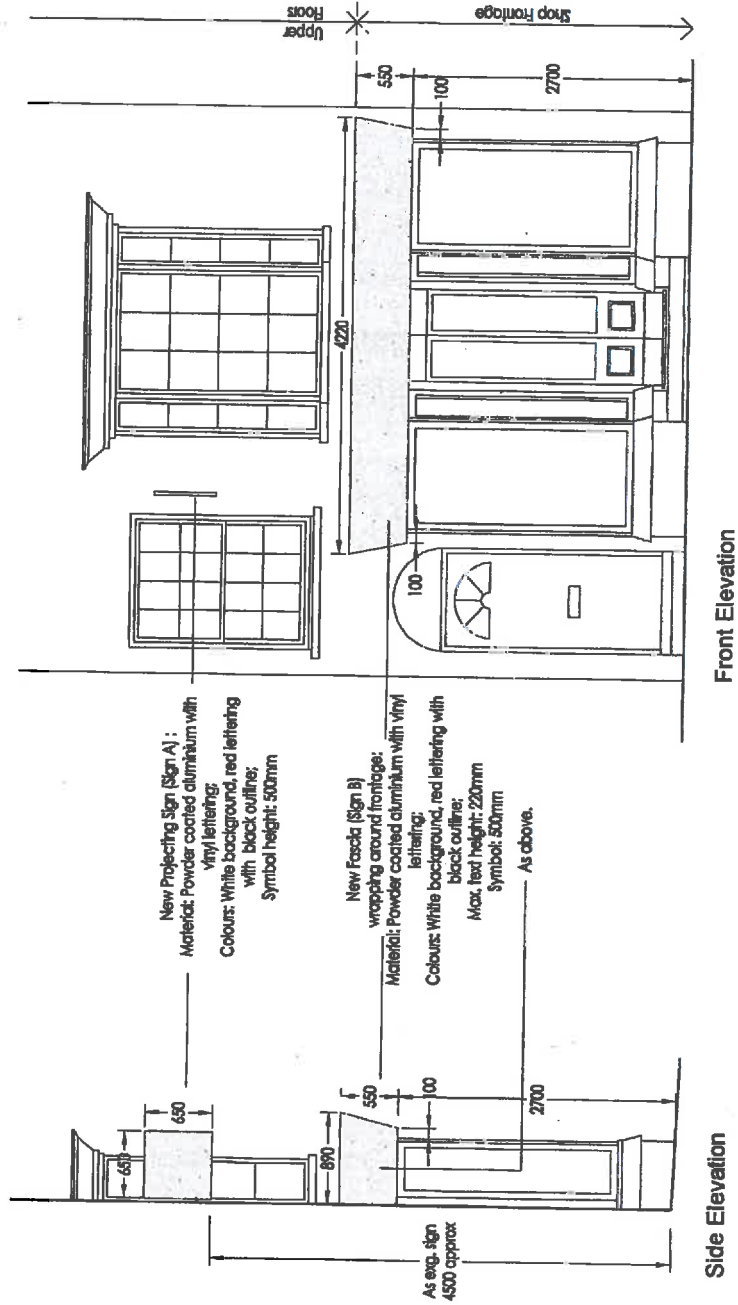


Sign A (not to scale)

To Side Elevation

Sign B (not to scale)

To Front Elevation



NP 13 3 6 1

Elevations as proposed 1:50