

Application No: 11/2326N  
Location: 2, WESTON COURT, SHAVINGTON, CREWE, CW2 5AL  
Proposal: Advertisement Consent for Signage and External Graphics  
Applicant: Mr M Sutherland, MH & N Services Ltd  
Expiry Date: 18-Aug-2011

#### **SUMMARY RECOMMENDATION:**

**APPROVE** subject to conditions

**Main issues:**

- The impact upon the character and appearance of the streetscene
- The impact upon amenity
- The impact upon highway safety

#### **REASON FOR REFERRAL**

Councillor David Brickhill has called in this application to Southern Planning Committee for the following reasons:

*'the appearance of the unit will be substantially changed and provide a loss of amenity to neighbouring residents and a distraction to motorists on a dangerous bend on a hill with a T junction.'*

#### **DESCRIPTION OF SITE AND CONTEXT**

The application unit faces east, fronting onto Crewe Road, Shavington within the Shavington Settlement Boundary. The unit is currently a vacant shop, to the rear of which, are residential flats.

#### **DETAILS OF PROPOSAL**

Revised plans have been submitted for the erection of 7 signs in relation to a 'Nisa Local' convenience store.

The main sign would be the Fascia sign. When scaled from the submitted plans this sign would measure 4.5 metres in width, 1.1 metres in height, 0.3 metres in depth and would be positioned approximately 3.1 metres above ground floor level. The sign would be constructed from aluminum and acrylic and would have yellow and blue text on a white background. The sign would be externally illuminated and fixed to the roof with a bracket.

The other 5 signs would be constructed from vinyl and would have either a white or yellow background with blue or yellow text. These signs would be affixed to the principal and side elevation of the shop at various locations to advertise the shop name, the opening times, an overview of the products for sale and to advertise the cash machine.

## **RELEVANT HISTORY**

P01/1032 – Proposed alterations to shop entrances to create disabled access – Approved 5<sup>th</sup> December 2001  
P94/0510 – COU ex workshops/shops to form 6 residential flats –Refused 25<sup>th</sup> August 1994 (Appeal allowed January 1995)  
P94/0942 – COU of existing workshops/shops and subdivision of existing residences to form 6 residential flats (amended scheme) – Approved 15<sup>th</sup> December 1994  
P93/0327 – Extension and re-modeling – Refused 24<sup>th</sup> June 1993  
P92/0867 – Extension and re-modeling – Refused 18<sup>th</sup> December 1992  
P92/0214 – Provision of car parking area – Refused 21<sup>st</sup> May 1992  
7/20027 – Formation of car parking area – Refused 26<sup>th</sup> September 1991  
7/16196 – COU from Class A2 to Class A1 – Approved 15<sup>th</sup> November 1988  
7/14195 – Illuminated sign – Approved 24<sup>th</sup> June 1987  
7/13997 – COU from shop to office – Approved 19<sup>th</sup> March 1987  
7/11045 – COU to office accommodation – Approved 7<sup>th</sup> June 1984  
7/08884 – Alterations to shops, first floor made into flats – Approved 10<sup>th</sup> June 1982  
7/07871 – 1 illuminated projecting sign – Approved 6<sup>th</sup> April 1981  
7/07698 – COU butchers shop to fried fish and chip shop – Refused 26<sup>th</sup> February 1981

## **POLICIES**

### **National policy**

PPG19 - Outdoor Advertisement Control

### **Local Plan Policy**

BE.19 – Advertisements and Signs

## **CONSULTATIONS (External to Planning)**

**Highways** – No objections

**Environmental Health** – No objections

## **VIEWS OF THE PARISH COUNCIL**

**Shavington-cum-Gresty Parish Council** – No objections

## **OTHER REPRESENTATIONS**

9 Letters of objection to this application have been received from local residents. The key concerns raised relate to the following issues;

1. Parking issues
2. Highways issues
3. Opening Hours
4. Sign not in keeping with village
5. The presence of a convenience store at this location

## **APPLICANT'S SUPPORTING INFORMATION**

Details of the signage

## **OFFICER APPRAISAL**

### **Principal of Development**

The proposal seeks advertisement consent for the erection of 1 externally illuminated fascia sign and 6 non-illuminated vinyl signs in relation to a new 'Nisa Local' Convenience Store located within the Shavington Settlement Boundary. This type of development is acceptable in principle providing that the signage adheres with policy BE.19 of the Local Plan.

### **Advertisements and Signs**

Policy BE.19 of the Local Plan, advises that proposals for signs will be permitted provided; they would not have an adverse effect on the character of the streetscene or the building, they are not above ground floor fascia level, they do not obscure important architectural features, do not introduce excessive illumination, are discreet and provide no threat to public or highway safety.

In response to this policy, there is an adjacent hair and beauty salon business named Hairporium with signage so it is not considered that the proposal would appear incongruous within the streetscene as there is another example adjacent to the development.

The position of the fascia sign, although above ground floor level, would still be positioned in an acceptable location on a single-storey roof canopy, just 0.5 metres above the ground floor level and 0.2 metres below the ridge.

It is considered that the signage would not cover up any important architectural features. The fascia sign would cover a section of roofing, and the vinyl signs would cover up either wooden boards or glazed panels.

With regards to illumination, the original application included an internally lit fascia board. Following negotiations between the applicant and the Council, the applicant has agreed to amend the plans to ensure that the fascia sign is externally illuminated as per the adjacent hair and salon business. As a result, because this illumination would be inward facing, it is considered that its impact would be greatly reduced and acceptable in line with the adjoining business.

Although it is accepted that the proposal is not discreet, it is considered that it is typical for a business of this type which already has planning permission to operate from this premises.

Highways have raised no objections to the proposal, suggesting that they are satisfied with what has been applied from a highway safety perspective.

As a result, it is considered that the proposed signage is in accordance with Policy BE.19 (Advertisements and Signs) of the Borough of Crewe and Nantwich Replacement Local Plan 2011.

### **Other Matters**

In response to the issues raised by local residents and the reasons for the committee 'call in'. One of the main concerns raised were in relation to parking and highways issues. Parking and the knock-on highways issues have not been considered in this application as this application solely relates to the signage. In relation to the distracting nature of the signage, highways have been consulted on this specific application and are satisfied with the safety aspects.

With reference to the issues relating to opening hours and the actual presence of the convenience store in this location, again, because this application relates solely to the signage, this aspect is not considered.

With regards to the concerns raised about the signage not being in keeping with the village setting, this issue has been considered within the report. Although the signage is not discreet in nature, it is considered typical for such a use. In addition, the only illuminated aspect of the sign would be externally illuminated reducing the overall impact of the signage on the general streetscene.

### **CONCLUSIONS**

The proposed signage is of a design and construction that is appropriate for this location. The proposal would not have an unreasonable impact on character of the streetscene, would not include excessive illumination for its location and would not impact highway safety. As such, the proposal conforms to Policy BE.19 (Advertisements and Signs) of the Borough of Crewe and Nantwich Replacement Local Plan 2011.

### **RECOMMENDATIONS**

**APPROVE** subject to the following conditions

#### **1-5 Standard Advert Conditions**

#### **6. Plans**

