

Application No: 14/0055C

Location: Nunu Plc, 32, Crewe Road, Sandbach, Cheshire, CW11 4NE

Proposal: New fascia and site signage

Applicant: Busy Bees Group Ltd

Expiry Date: 14-Feb-2014

SUMMARY RECOMMENDATION:

APPROVE subject to conditions

Main issues:

- The impact upon the character and appearance of the site
- The impact upon highway safety

REASON FOR REFERRAL

The application has been called in by Councillor Corcoran on the grounds that:-

“The signage is intrusive, out of keeping with the surroundings and may divert attention of drivers and pedestrians at what is already a hazardous entrance details of which are given below:

There is an ongoing issue with the access to 32 Crewe Road because there is no dropped kerb. This gives pedestrians the impression that they are on a 'safe' pavement. I understand that there have been several near misses with cars entering the driveway and narrowly missing pedestrians.

In addition the paving stones on the pavement are cracked because of vehicles mounting the pavement to access the childcare nursery.”

DESCRIPTION OF SITE AND CONTEXT

The site is a listed building on the northern side of Crewe Road in Sandbach that is in use as a children's nursery.

DETAILS OF PROPOSAL

The revised proposals seek advertisement consent to erect three signs; one above the door in the canopy in the form of lettering 830x240mm one wall mounted aluminium panel 1200x1400mm to replace existing both on the side (east) elevation. Also, one free standing sign 1100x2400mm is proposed to be positioned to the front of the building to the west of the vehicular entrance behind the hedge.

RELEVANT HISTORY

None specifically relevant

POLICIES

National policy

National Planning Policy Framework (NPPF)

Local Plan Policy

S14 – Advertisements

CONSULTATIONS (External to Planning)

Highways Officer – Any comments will be reported to the meeting as an update.

VIEWS OF THE TOWN COUNCIL

Congleton Town Council – (On the initial submission) No objections to signs numbered one and two but object to signs numbered three and four due to the negative visual impact in the street scene.

OTHER REPRESENTATIONS

One general observation that a flag sign would block views for pedestrians and cars and would be a hazard.

APPLICANT'S SUPPORTING INFORMATION

None

OFFICER APPRAISAL

Principal of Development

The proposal is for the erection of new signs. This type of development is acceptable in principle providing that the signage does not have a detrimental impact on the visual amenity of the area and there is no adverse impact on highway safety.

Visual amenity

The application has been revised during the course of the application to remove Sign 4 from the proposals.

The application site is located within a part of Sandbach which is typified by a mix of uses. As the proposed new signage would be located in the centre of a relatively commercial environment, it is considered that the revised submission for new signage would not have a

detrimental impact upon the visual amenity of the area. 32 Crewe Road is a listed building therefore we have to be mindful of the impact on fabric, architectural appearance and historic character, as well as its setting.

There is presently a sign on the gable of the building. Albeit quite modern, the sign is of a scale and character that does not detract from the historic significance of the building. There is no objection to a replacement of the current sign provided the size and design respect the fact that the building is listed. There is the opportunity to enhance the sign compared to the existing in terms of materiality. Therefore it was suggested to the applicants that a more traditional approach be adopted.

In terms of signage at the frontage and entrance, the revised proposals show more sensitivity, to achieve the objective of advertising to vehicular traffic but also respecting the setting of the building. The pole mounted sign that would have sat uncomfortably in front of the building is now to be positioned more appropriately. The flag sign was also an inappropriate type of advertising at the entrance to the car park, adversely affecting the building's setting, and this has now been omitted from the proposals. Therefore the proposals are now acceptable and alleviate the concerns expressed in consultation and call in.

Highway safety

It is not considered that proposed advertisement signage would create any highway safety concerns. The letters incorporated within the signage are considered to be legible to highway users so as not to be a distraction.

The issues regarding the condition of the public highway or lack of dropped kerb at the entrance are not material to an advertisement application. This is a matter for the Highway Authority

CONCLUSIONS

The proposed new signage is of a design and construction that is appropriate in this location. The proposals would have an acceptable impact on the visual amenity of the area and highway safety. As such the proposals conform to Policy S14 (Advertisements) of the Congleton Local Plan.

Recommendation:

Approve subject to the following conditions:-

- 1. Advertisement standard conditions 1 - 5**
- 2. Approved plans**

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