

| Code No. and Date Received | Name and Address of Applicant | Description and Location of Proposed Development |
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| 14/0614/ADV 16.09.2014 | Mr S Al-Ibrahim C/o AEW Architects Mr E O Hara Zenith Buildings Spring Gardens Manchester M2 1AB | Erect 1 No. internally illuminated fascia text sign with non-illuminated white underline, 1 No. internally illuminated fascia tile logo signs and 1 No. internally illuminated projecting sign Gwent Constabulary Nelson Police Station Dynevor Terrace Treharris CF46 6PD |

APPLICATION TYPE: Application to Display Adverts

SITE AND DEVELOPMENT

Location: The application property is situated on the western side of Dynevor Terrace.

Site description: The application property is the former Police Station, which is a bespoke building erected approximately 20 years ago. The building is single storey and of render and stone construction with a slate roof. The site is situated in a mixed use area to the south of Nelson Town Centre and between a public car park serving the town centre and a vehicle repair garage. The building is opposite a terrace of dwellings and there are bungalows to the rear. Planning consent has recently been granted for a change of use of the premises to a hot food take away.

Development: The application seeks consent to display various advertisements relating to the newly authorised use of the building. This incorporates a new internally illuminated fascia sign above the new shop front, an internally illuminated projecting sign above this and a new tile logo sign on the side elevation. The application originally sought consent for a tile logo sign to the front elevation but this has now been removed with the logo being added to the fascia sign.

Dimensions: The fascia sign measures 3m wide by 550mm high, the projecting sign measures 800mm by 800mm and the tile sign measures 900mm by 900mm.

Ancillary development, e.g. parking: None.

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PLANNING HISTORY

14/0210/COU Change use of the Former Nelson Police Station (sui generis) to a pizza delivery/takeaway (Use Class A3) - Granted - 07.08.14.

P/97/0597 Erect new police station - Granted 11.09.97.

POLICY

Site Allocation

Local Development Plan: Within settlement limits.

Policies

Local Development Plan: SP5 (Settlement Boundaries), CW2 (Amenity), CW3 (Design Considerations: Highways), CW15 (General Locational Constraints).

Guidance Note 3 to the Adopted Supplementary Planning Guidance LDP12 gives advice on advertisements.

National Policy: Paragraph 4.11.9 of Planning Policy Wales (2012) states: - "The visual appearance of proposed development, its scale and its relationship to its surroundings and context are material planning considerations. Local planning authorities should reject poor building and contextual designs. However, they should not attempt to impose a particular architectural taste or style arbitrarily and should avoid inhibiting opportunities for innovative design solutions."

National Planning Guidance contained in Technical Advice Note 12 - Design.

CONSULTATION

Transportation Engineering Manager - No objection subject to conditions.

Head Of Public Protection - No objection subject to conditions.

ADVERTISEMENT

Extent of advertisement: The application was advertised by means of a site notice and neighbour letters.

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Application No. 14/0614/ADV Continued

Response: One letter of objection was received from a local resident.

Summary of observations:

1. The illumination of the signage would have a detrimental impact on the residential amenity of the area.
2. There is no other internally illuminated signage in Nelson.
3. An application for illuminated signage at the Grove Dental Practice in Ashgrove was refused.
4. The hours of operation for the lighting should be controlled.

SECTION 17 CRIME AND DISORDER ACT

What is the likely effect of the determination of this application on the need for the Local Planning Authority to do all it reasonably can to prevent crime and disorder in its area?

None.

EU HABITATS DIRECTIVE

Does the development affect any protected wildlife species? No.

ANALYSIS

Policies: Applications for advertisement consent fall to be considered in terms of their impact on amenity and highway safety and as such the objections of the local resident are relevant to the determination of this application. These will be dealt with in turn below:

1. Whilst it is acknowledged that the signage will introduce a new element of lighting into the area it should be noted that that the property is situated adjacent to a main road with street lighting and that the former Police Station already has lighting to the front elevation. In that regard it is not felt that the signage would have an undue impact on the amenity of the adjacent properties. It should also be noted that one of the signs originally applied for has now been removed thereby reducing any potential visual clutter that may have been evident.
2. It is noted that the majority of commercial properties in Nelson do not have illuminated signage. However, it is also noted that a number do have illumination and some of these are internally illuminated. Consequently it is not felt that internally illuminated signage is unacceptable in principle.

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Application No. 14/0614/ADV Continued

3. It is true that an application for lit signage at the Grove Dental Practice was refused. However, the context of these two sites is entirely different. The properties at 1 to 4 Ashgrove are a small terrace of Edwardian Villas with two storey bays to the front and the properties are immediately adjacent to the Nelson Conservation Area. The signage at the dental practice was refused as a result of its impact on the host dwelling, the street scene and the conservation area.

The application property is a bespoke designed single storey building that is different in terms of scale and design to the adjacent buildings and as such the context is entirely different. All applications for a planning consent have to be considered on their individual planning merits and in this instance it is considered that the signage is acceptable in planning terms.

4. The Head of Public Protection has raised no objection to the application subject to the hours of operation of the lighting being restricted to the opening hours of the premises. It is considered that this is reasonable in the interests of the amenity of the area.

Comments from consultees: No objections raised.

Comments from public: Addressed above.

Other material considerations: None.

RECOMMENDATION that Permission be GRANTED

This permission is subject to the following condition(s)

- 01) No source of illumination shall be directly visible from any part of an adjacent highway.
REASON: In the interests of highway safety.
 - 02) The sign permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.
REASON: In the interests of residential amenity.
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