

APPLICATION NO.	P12/V0747
APPLICATION TYPE	Advertisement
REGISTERED	3.4.2012
PARISH	WANTAGE
WARD MEMBER(S)	Charlotte Dickson John Morgan Fiona Roper
APPLICANT	Domino's Pizza Group Ltd
SITE	5-7 Newbury Street Wantage OX12 8BY
PROPOSAL	Installation of 1 externally illuminated fascia sign, 1 internally illuminated internal "Now Cooking" window sign, and 1 externally illuminated projecting sign.
AMENDMENTS	24 July 2012
GRID REFERENCE	439906/187831
OFFICER	Katie Rooke

1.0 INTRODUCTION

1.1 The application comes to committee as Wantage Town Council objects.

1.2 The premises are situated within Wantage town centre on the east side of Newbury Street. The site is within Wantage Conservation Area. A copy of the site plan is **attached** at appendix 1.

2.0 PROPOSAL

2.1 This application seeks advertisement consent for the installation of one externally illuminated timber fascia sign, one internally illuminated internal "Now Cooking" window sign above the customer entrance, and one externally illuminated projecting sign. A copy of the application drawings is **attached** at appendix 2.

2.2 As originally submitted the application sought consent for an internally illuminated fascia sign, an internally illuminated window sign, and an externally illuminated projecting sign. Further to concerns raised by the conservation officer relating to the impact of the proposal on the character and appearance of the conservation area, the application has been amended and revised plans received. The application is therefore being considered on this amended basis.

3.0 SUMMARY OF CONSULTATIONS & REPRESENTATIONS

3.1 Wantage Town Council objects to the application, stating;
"The proliferation of internally illuminated fascia signs (e.g. 'Now Cooking') is out of keeping in a town centre conservation area".

3.2 Conservation officer raises no objections subject to conditions.

4.0 RELEVANT PLANNING HISTORY

4.1 Running concurrently with this application is planning application (P12/V0750) for the 'Installation of new timber shop front to 7 Newbury Street and new glazed timber top light above shop front to 5 Newbury Street'. At the time of writing this report no decision had been made on that application.

4.2 [P12/V0746](#) – Withdrawn (08/08/2012)
Erection of one each of externally illuminated fascia and projecting sign and one

illuminated internal window sign.

- 4.3 [P12/V0749](#) - Withdrawn (08/08/2012)
Alterations to existing timber shop front to 5 Newbury Street and installation of new timber shop front to 7 Newbury Street.
- 4.4 [P11/V2943](#) - Approved (19/07/2012)
Alterations to residential space at first and second floors to provide two new residential units and the refurbishment of one existing residential unit, demolition of rear extensions and construction of a new rear extension, alterations to rear yard to provide amenity space and car parking.
- 4.5 [P11/V2942/COU](#) - Approved (23/02/2012)
Change of use from class A1 (retail) to class A5 (hot food takeaways.)
- 4.6 [P11/V2733/EX](#) - Approved (03/01/2012)
Application to extend the time limit of planning permission 07/01674/COU, which was allowed on appeal (ref: APP/V3120/A/08/2078010) for 'Change of use from class A1 to class A3 (retail to restaurant) and ancillary accommodation.'
- 4.7 [P07/V1674/COU](#) - Refused (11/12/2007) - Allowed on appeal (28/01/2009)
Change of use from class A1 to class A3 (retail to restaurant) and ancillary accommodation.

5.0 **POLICY & GUIDANCE**

Vale of White Horse Local Plan

- 5.1 Policy DC16 of the local plan relates to illuminated advertisements, outlining that consent will only be granted in predominantly commercial areas or where it is necessary for a business operating in the evenings or at night provided that it, together with other existing or proposed illuminated advertisements in the vicinity, would not harm the visual amenity of the area or cause a hazard to highway safety.
- 5.2 Policy HE1 says that proposals for development or other works in a conservation area need to preserve or enhance the character or appearance of the conservation area.

National Planning Policy Framework

- 5.3 The NPPF replaces all previous PPGs and PPSs and also indicates the weight to be given to existing local plan policies. The local plan policies that are relevant to this application are considered to have a high degree of consistency with the NPPF and should therefore be given appropriate weight.
- 5.4 Paragraph 67 states: "Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment", and: "Advertisements should be subject to control only in the interests of visual amenity and public safety, taking account of cumulative impacts".

6.0 **PLANNING CONSIDERATIONS**

- 6.1 The main issues in determining this application are the impact on the visual amenity of the area (including on the character and appearance of the conservation area), and the impact on public safety.
- 6.2 The proposed fascia and projecting signs are to be made from timber and will be illuminated by trough downlights. It is not considered that that these signs would appear out of place within the street scene or harm the visual amenity of the area, which is comprised of various businesses with a variety of signs. The plan showing the

proposed signs, which includes text outlining what they will be made from, also includes details of the 'Standard Sign Colours' which refers to Perspex and Plexiglass. It is not proposed to use these materials, but for the avoidance of doubt it is considered reasonable and necessary to specifically condition that the materials to be used in the signs shall only be as stated under their specific headings on the plan (see condition 4 below).

- 6.3 The proposed internally illuminated "Now Cooking" sign is to be suspended internally inside the shop front glass above the door. Only the letters and logo are to be illuminated, and given the size of this sign (0.9 metres wide by 0.245 metres high), it is not considered that it would appear overly prominent or harmful to the visual amenity of the area.
- 6.4 The proposed signs, therefore, will not harm the character or appearance of the Wantage Conservation Area.
- 6.5 It is not considered that the proposed signs would have an adverse impact on highway safety.

7.0 **CONCLUSION**

- 7.1 The proposed advertisements will not harm the visual amenity of the area, the character or appearance of the conservation area or highway safety. The proposal therefore complies with the provisions of the development plan, in particular policies DC1 and DC5 of the adopted Vale of White Horse Local Plan. The proposal is also considered to comply with the provisions of the National Planning Policy Framework.

8.0 **RECOMMENDATION**

- 8.1 **Consent to display advertisements is granted subject to the following conditions:**

1. **Condition listing the approved drawings**
2. **AD1 - Intensity of Illumination**
3. **AD2 - Period of illumination**
4. **Notwithstanding the 'Standard Sign Colours' text shown on approved drawing number 4759-SF13 (Adverts 1) rev.D, the materials used in the fascia sign shall be as stated under the 'Externally Illuminated Fascia Sign' details, and the materials used in the projecting sign shall be as stated under the 'Projecting Sign – Double Sided' details on this plan.**

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