

APPLICATION NO.	P13/V2232/A
APPLICATION TYPE	ADVERTISEMENT
REGISTERED	4.11.2013
PARISH	WANTAGE
WARD MEMBER(S)	Charlotte Dickson John Morgan Fiona Roper
APPLICANT	FNBC Limited
SITE	3A Newbury Street Wantage Oxon, OX12 8BU
PROPOSAL	Consent to display an externally illuminated fascia sign and an externally illuminated double sided projecting sign
AMENDMENTS	None
GRID REFERENCE	439895/187856
OFFICER	Kim Langford

1.0 INTRODUCTION

1.1 The application site is a commercial retail premises on Newbury Street within Wantage town centre. It is within the main shopping frontage and is surrounded by other business/ retail premises. The site is one of four units within a 1960s building which forms part of a continuous high street frontage.

1.2 The site is within Wantage Town Centre Conservation Area.

2.0 PROPOSAL

2.1 The proposal is for illuminated signage for a 'Subway' takeaway shop. The proposed signage is in the corporate style of Subway; it has a dark green background with applied lettering in white and yellow. The proposed illumination is by a trough light above the fascia and another small trough above the small scale hanging sign.

2.2 The proposed signage is already in place and this application is made following an enforcement investigation.

3.0 SUMMARY OF CONSULTATIONS & REPRESENTATIONS

3.1 County Archaeologist (VWHDC) - No strong views

3.2 Conservation Officer Vale - No strong views

3.3 Wantage Town Council – Object- the signage is not in keeping with the Conservation Area. The colour tone and nature of the sign should be more in keeping with other signs in the town centre.

4.0 RELEVANT PLANNING HISTORY

4.1 [P12/V1588/FUL](#) - Approved (12/09/2012)
Change of use from offices (B1) to 4 no. residential flats (C3).

[P01/V1151](#) - Approved (25/10/2001)
Installation of air conditioning unit.

[P70/V0130](#) - Approved (23/09/1970)
The erection of advertising signs.

5.0 POLICY & GUIDANCE

5.1 Vale of White Horse Local Plan 2011 (VOWHLP) policies;

5.2 DC16- Illuminated advertisements

5.3 NPPF- paragraph 67

6.0 PLANNING CONSIDERATIONS

6.1 The main planning considerations are the impact of the advertisement on the visual amenity of the area, and on public safety.

6.2 Policy DC16 of the VOWHLP 2011 states that illuminated advertisements will only be permitted in predominantly commercial areas or where it is necessary for businesses operating in the evenings provided that it, together with other existing and proposed illuminated advertisements in the vicinity would not harm the visual amenity or cause a hazard to highway safety.

6.3 Similarly, the National Planning Policy Framework Paragraph 67 states that only those advertisements which have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

6.4 The advertisement requires advertisement consent due to the fact it is illuminated and situated within a Conservation Area. As such, the fascia and lettering could be displayed without illumination, without the need for express consent from this council. Therefore the consideration of impact on visual amenity is mainly limited to the principle and method of illumination.

6.5 The application site is situated within the main shopping area of Wantage and its opening hours go into late evening. In this sense, it meets the criteria for illumination in principle.

6.6 The method of illumination is a trough light along the fascia and similar small trough lighting to the hanging sign.

6.7 This method of illumination is relatively discreet and directs the light towards the signage. As such, the design of the lighting is appropriate and does not create issues of visual amenity or highway safety.

6.8 The overall design of the advertisement is the standard corporate design of Subway shops. The dark green background is relatively understated. The sign does have raised lettering, however, there are several similar signs in the immediate vicinity, so this advertisement does not set a precedent. Whilst the application site is located within the Conservation Area, the building upon which the advertisement is displayed is of a utilitarian 1960s design with tile cladding; the advertisement is therefore in keeping with the building itself.

6.9 The wider Conservation Area has several signs of similar materials with raised lettering, which are mainly sited on similar modern buildings rather than the historic buildings in the town centre. As the signs are relatively interspersed with more traditional advertisements, there is a limited cumulative effect on the conservation area.

6.10 Just one unit across from the application site is a Dominoes Pizza shop which has similarly illuminated signage with raised lettering. This is actually larger than the subway signage, in a more traditional building and was permitted in 2012 (P12/V2562/AO) without objection.

7.0 **CONCLUSION**

7.1 Since the same advertisement could be displayed without illumination under deemed consent, the main consideration is the acceptability of the illumination. Since the premises is within a town centre location and has opening hours in the evening, illumination is acceptable in principle and the method of illumination is appropriate. There is a variety of signage in the area, which prevents an adverse cumulative effect. Whilst not traditional materials, the advertisement is not out of keeping with the wider character of the conservation area. The advertisement does not have an adverse impact on public safety or visual amenity and therefore should be approved.

8.0 **RECOMMENDATION**

To grant consent to display advertisement

The signs hereby permitted shall only be illuminated when the building is open to the public for trading purposes, and in any event shall not be illuminated between 21:00 hours and 7:00 hours.

Reason: To prevent undue light pollution and to protect the amenities of the local area in accordance with Policy DC16 of the Vale of White Horse Local Plan 2011.

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