


## Committee Report – 4 April 2019

<b>Application Number:</b>	1/0122/2019/ADV
<b>Registration date:</b>	20 February 2019
<b>Expiry date:</b>	17 April 2019
<b>Applicant:</b>	Torrige District Council
<b>Agent:</b>	
<b>Case Officer:</b>	Angelo Massos
<b>Site Address:</b>	Torrige District Council, Riverbank House, Bideford, Devon, EX39 2QG,
<b>Proposal:</b>	Erection of banner on west facing elevation
<b>Recommendation:</b>	Grant



**Reason for referral:**

Torrige District Council property.

**Relevant History:**

<b>Application No.</b>	<b>Description</b>	<b>Status</b>	<b>Closed</b>
1/1660/2001	PERMANENT INSTALLATION OF 2 NO PORTABLE OFFICE UNITS	REF	09.11.2001
1/2087/2001	TEMPORARY CONSENT FOR THE STATIONING FOR 5 YEARS OF 2 NUMBER PORTABLE OFFICE UNITS	PER	04.01.2002
1/0984/1974	ERECTION OF 51 FLATS & SEWAGE TREATMENT WORKS,BOAT JETTY DEVON CONCRETE WKS.CHANTERS LN	REF	06.03.1975
1/0632/1978	PROPOSED DEVELOPMENT O.S.6346, OLD CONCRETE WORKS, ORCHARD HILL, BIDEFORD	REF	25.07.1978
1/0633/1978	2-STORIED OFFICE DEVELOPMENT (SCHEME 2), O.S. 6346, (OLD CONCRETE WORKS), BIDEFORD	PER	01.08.1978
1/0634/1978	2-STORIED OFFICE DEVELOPMENT (SCHEME 3), O.S.6346,(OLD CONCRETE WORKS), BIDEFORD	REF	01.08.1978
1/0534/1982	DISPLAY OF HALO ILLUMINATED WALL SIGN TO OFFICE PREMISES, BANK END, BIDEFORD	PER	18.05.1982
1/0535/1982	DISPLAY OF HALO ILLUMINATED WALL SIGN TO OFFICE PREMISES, BANK END, BIDEFORD	PER	18.05.1982
1/0536/1982	DISPLAY OF FLOOD LIT RIVERSIDE SIGN, BANK END, BIDEFORD	REF	18.05.1982
1/0662/1994	STATIONING OF 2 NO PORTABLE ACCOMMODATION UNITS WITH NEW FOOTPATH ACCESS	PER	15.06.1994
1/0714/1996	RENEWAL OF CONSENT	PER	18.06.1996

1/0931/1998	NO 1/662/94/8/20 FOR THE STATIONING OF TWO PORTABLE OFFICE ACCOMMODATION UNITS RENEWAL OF TEMPORARY PLANNING PERMISSION	PER	28.07.1998
1/1360/1999	NO. 1/0662/94/8/20 FOR THE STATIONING OF TWO PORTABLE OFFICE UNITS EXTENSION TO THE COMMITTEE ROOM	PER	07.10.1999
1/2200/2004/LA	Change of use for 4 no. temporary portable accommodation units with new footpath access	PER	07.12.2004
1/1124/2011/LA	Installation of roof mounted 16kw solar photovoltaic panel system and solar thermal panel system	PER	19.01.2012
1/1159/2012/LA	Change of use to, and extension of, car parking area	PER	04.04.2013
1/1258/2015/FUL	Proposed office building	PER	03.03.2016
1/0507/2016/FUL	Erection of six floodlighting columns	PER	01.12.2016
1/2016/GCTEST13/FUL	Barn conversion to dwelling	INV	
1/0088/2018/LA	New public entrance, internal alterations to ground floor and infill ground floor office extensions under first floor cantilevered overhang	PER	19.06.2018
1/0449/2018/LA	General refurbishment including replacing West gable first floor windows and modifying/ improving weatherproofing of Bell Tower.	WDN	02.07.2018
GE/0509/2018	Football pitch	REC	
1/0923/2018/DEM	Demolition of 9 no. redundant buildings.	PD	26.09.2018
1/1100/2018/ADV	Test Application	NPW	16.10.2018
1/1135/2018/FUL	test dummy	PDE	

## Site Description & Proposal

### Site Description:

The application site is located within the settlement of Bideford and immediately adjacent to the River Torridge, which runs to the east. The application site relates to an existing two storey, flat roofed building which is used as offices by Torridge District Council and is sited within Flood Zone 3. The site includes an access road running east from Chanters Road and a parking area to the north of the existing building. The existing building includes stonework to the lower level of the elevations and

render to the upper level, with a large glazed atrium to the centre of the front elevation. A further first floor, glazed element is located to the southern end of the rear elevation.

### **Proposed Development:**

This application seeks advertisement consent for two new customer entrance signs proposed to be on the west and south elevation of the existing building. The proposed signs will measure 1.2 metres in width and 2 metres in height and will project 0.1 metres beyond the existing wall. The highest point of the signs taken from ground level will measure 6.5 metres high. The proposed signs will feature Torridge District Council's logo and text with the font size measuring 0.1 metres. The proposed signs will be grey in colour with white text.

### **Consultee representations:**

#### **Bideford Parish/Town Council:**

RESOLVED: That this application is approved.

### **Representations:**

Number of neighbours consulted:	0	Number of letters of support:	0
Number of representations received:	0	Number of neutral representations:	0
Number of objection letters:	0		

No representation received

### **Policy Context:**

#### **North Devon and Torridge Local Plan 2011-2031:**

ST06 (Spatial Development Strategy for Northern Devon's Strategic and Main Centres); DM22 (Shop Front Design and Signage); DM01 (Amenity Considerations);

#### **Government Guidance:**

NPPF (National Planning Policy Framework); NPPG (National Planning Practice Guidance);

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **Planning Considerations**

The application must be determined in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The National Planning Practice Guidance provides further guidance on the determination of applications for advertisement consent noting that the only considerations for the Local Planning Authority under the above legislation are public safety and amenity in determining an application.

#### **Signage Design:**

Policy DM22 supports new signage where the local character and features are retained and the proposal conserves the local street scene. The proposed scale and design of the sign are sympathetic to the character of the building and will not detract from the local street scene.

## **Public Safety:**

The proposed advertisements should be considered in terms of their impact on pedestrian and vehicular safety, and will be visible from the adjacent public highway. The site is an area in which signage is to be expected, and the proposals are not dissimilar to existing signage arrangements upon the building. Considering the above points, the Local Planning Authority does not consider the proposal will cause a harmful impact on pedestrian and vehicular highway safety in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

## **Amenity:**

The proposed advertisements are not considered to cause harm to the character or visual amenity of the surrounding area. The proposal does not contain illumination and the surrounding area has no residential dwellings within close proximity. Additionally, Bideford Town Council has supported the proposal and no other third party representations have been received. Therefore the proposal is not considered to have an adverse impact on the local amenity, and has an acceptable visual appearance (subject to condition) in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

## **Conclusion:**

The proposed advertisements are considered to be in keeping with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, is in accordance with Policy DM22 and would not result in an adverse impact on public safety or amenity.

## **Human rights**

Consideration has been given to the Human Rights Act 1998.

## **Conclusion**

It is therefore considered that subject to the compliance with the attached conditions and taking into account all other material planning considerations, including the development plan the proposal would be acceptable.

## **Recommendation**

GRANT subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the approved plans listed in the Plans Schedule.

Reason: To ensure the development is carried out in accordance with the approved plans.

## **Plans Schedule**

Reference	Received
location plan	11.02.2019
001 001 2	12.02.2019
001 002 3	20.02.2019

## **Statement of Engagement**

In accordance with paragraphs 38 of the National Planning Policy Framework (NPPF) in dealing with this application, the Council has worked with the applicant in the following positive and proactive manner. In this instance there was no need for further engagement as the development as submitted is considered to accord with the development plan. In such ways the Council has demonstrated a positive and proactive manner in seeking solutions to problems arising in relation to the planning application.