

Development Control Committee 1 December 2021

Planning Application DC/21/1961/ADV – 36 High Street, Haverhill

Date registered: 28 September 2021 **Expiry date:** 23 November 2021
(EOT 8 December 2021)

Case officer: Savannah Cobbold **Recommendation:** Approve application

Parish: Haverhill Town Council **Ward:** Haverhill Central

Proposal: Advertisement Application - a. one internally illuminated fascia sign
b. one internally illuminated projecting sign c. one edge illuminated window poster display sign

Site: 36 High Street, Haverhill, CB9 8AR

Applicant: Sarah Dellow

Synopsis:

Application under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Recommendation:

It is recommended that the committee determine the attached application and associated matters.

CONTACT CASE OFFICER:

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Background:

The application is referred to the Development Control Committee as 36 High Street, Haverhill is a West Suffolk Council owned building. The application is recommended for APPROVAL and the Town Council provide a neutral stance.

Proposal:

1. The application seeks advertisement consent for the provision of one internally illuminated fascia sign, one internally illuminated projecting sign and one edge illuminated window poster display sign. The signs are to be displayed in association with the newly granted use at 36 High Street which was approved under DC/21/0676/FUL and allowed for the change of use from financial services to hot food takeaway.

Application supporting material:

- Location and block plan
- Signage details

Site details:

2. The application site is located within the settlement boundary for Haverhill, fronting onto High Street. The site comprises a unit which has recently been converted to accommodate a hot food takeaway. The building is situated within the town centre boundary and primary shopping area for Haverhill.

Planning history:

3.

Reference	Proposal	Status	Decision date
DC/21/0676/FUL	Planning application - a. change of use from financial services (class E(c)) to a hot food takeaway (Sui Generis) b. external extraction and ventilation system to the rear c. redecoration of shop frontage	Application Granted	24 June 2021

Consultations:

Suffolk County Council Highways

4. No objections subject to a condition relating to maximum level of luminance.

Representations:

5. Haverhill Town Council: The Town Council have no comments or objections to this application.
6. No further representations have been received from third parties.

Policy:

7. On 1 April 2019 Forest Heath District Council and St Edmundsbury Borough Council were replaced by a single authority, West Suffolk Council. The development plans for the previous local planning authorities were carried forward to the new Council by regulation. The development plans remain in place for the new West Suffolk Council and, with the exception of the Joint Development Management Policies Document (which had been adopted by both councils), set out policies for defined geographical areas within the new authority. It is therefore necessary to determine this application with reference to policies set out in the plans produced by the now dissolved St Edmundsbury Borough Council.
8. The following policies of the Joint Development Management Policies Document and the St Edmundsbury Core Strategy 2010 & Vision 2031 have been taken into account in the consideration of this application:
9. Policy DM1 Presumption in Favour of Sustainable Development

Policy DM2 Creating Places Development Principles and Local Distinctiveness

Policy DM38 Shop Fronts and Advertisements

Core Strategy Policy CS3 - Design and Local Distinctiveness

Other planning policy:

10. National Planning Policy Framework (NPPF)
11. The NPPF was revised in July 2021 and is a material consideration in decision making from the day of its publication. Paragraph 219 is clear however, that existing policies should not be considered out-of-date simply because they were adopted or made prior to the publication of the revised NPPF. Due weight should be given to them according to their degree of consistency with the Framework; the closer the policies in the plan to the policies in the Framework; the greater weight that may be given. The policies set out within the Joint Development Management Policies have been assessed in detail and are considered sufficiently aligned with the provision of the 2021 NPPF that full weight can be attached to them in the decision making process.

Officer comment:

12. The issues to be considered in the determination of the application are:
 - Principle of Development
 - Public safety/amenity

13. The advertisement regulations set out the considerations of advertisement proposals being the effects on public safety and amenity.
14. The proposed advert has been assessed in line with the National Planning Policy Framework (2021) paragraph 136 which states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
15. The proposed signage is to be used in conjunction with the new premises which had permission granted under DC/21/0676/FUL to allow the use of the building to accommodate a hot food takeaway, Papa Johns. The signage incorporates a fascia sign, hanging sign and window decorations.
16. The site is outside of the Haverhill town centre Conservation Area, and not otherwise visible in longer views into, out of, or through the Conservation Area.
17. Policy DM38 seeks to ensure that new advertisement proposals do not adversely affect amenity and public safety. The proposed signage is located on the front elevation of the building, facing the High Street. The area is characterised by various commercial units serving different purposes, such as food, restaurants and shops. Other premises along the High Street benefit from internally illuminated signage, such as Glasswells, The Works and more recently at 65 High Street. The proposal is considered to represent a scheme which would be in-keeping with the design, appearance and scale of the building on which it is sited. Taking this into consideration, the proposed signage will not adversely impact the amenity of the surrounding area.
18. DM38 also seeks to protect public safety. The proposed signage is located on the principal elevation of the building. Given the location of the building and nature of the immediate area, the signage is considered not to affect the amenity of residents or the area or public safety. Schemes of advertisement of a similar nature feature along High Street. Taking this into consideration, it is not considered to have any impact to the wider amenity.
19. Given the nature of the site and the level of illumination proposed, it is considered a condition restricting the maximum level of luminance will be necessary in this case, and this approach is supported by Suffolk County Council as Highways Authority. Controlling the level of illumination would allow for the avoidance of discomfort or glare for both pedestrians and motorists.

Conclusion:

20. In conclusion, the principle and detail of the development is considered to be acceptable and in compliance with relevant development plan policies, the advertisement regulations and the National Planning Policy Framework.

Recommendation:

21.It is recommended that advertisement consent be **APPROVED** subject to the following conditions, plus the standard advertisement conditions:

1. Compliance with plans

The development hereby permitted shall not be carried out except in complete accordance with the details shown on the following approved plans and documents:

Drawing No.	Plan type	Date received
20119-01	Location and block plan	28 September 2021
Haverhill-J24864	Signage plan	28 September 2021
	Application form	28 September 2021

2. Maximum level of luminance

The maximum luminance from the fascia sign and the projecting sign shall not exceed 800 candela/m² each.

Reason: In the interests of highway safety and in order to avoid disability or discomfort glare for either pedestrians or motorists, in accordance with policy DM2 of the West Suffolk Joint Development Management Policies Document 2015, Chapter 9 of the National Planning Policy Framework and all relevant Core Strategy Policies.

Documents:

All background documents including application forms, drawings and other supporting documentation relating to this application can be viewed online [DC/21/1961/ADV](https://www.westsuffolk.gov.uk/DC/21/1961/ADV)