

## COMMITTEE REPORT

**Date:** 18 November 2010      **Ward:** Guildhall  
**Team:** Major and Commercial   **Parish:** Guildhall Planning Panel  
Team

**Reference:** 10/01928/ADV  
**Application at:** Thorntons Plc 15 Parliament Street York YO1 8SG  
**For:** Display of 1no. fascia sign and 1no. hanging sign  
**By:** Miss Julie Bell - Barker  
**Application Type:** Advert Application  
**Target Date:** 11 November 2010  
**Recommendation:** Approve

### 1.0 PROPOSAL

1.1 The application is for the display of 1 no. fascia sign and 1 no. hanging sign. Neither sign would be illuminated. The building is a grade II listed building and within the Central Historic Core Conservation Area. There are two other applications on this site at present - 10/01927/FUL and 10/01939/LBC - these applications relate to the replacement of the shopfront.

1.2 The proposed fascia would retain the existing timber background. The background would be cream in colour and the proposed lettering would be brown. The individual cut letters would be 0.005 metres in depth and would protrude from the fascia by 0.075 metres. The lettering would range from 0.4 metres in height to 0.2 metres in height, the extent of the lettering would be 1.42 metres in length.

1.3 The proposed hanging sign would use the existing bracket and be sited in the position of the existing hanging sign. The timber hanging sign would be cream in colour with brown lettering. The sign would be 0.65 metres in height and width, 0.02 metres in width and would be 4.2 metres from ground level.

1.4 The application comes before committee at the request of Cllr Brain Watson as the building is listed and there are two other pending applications on the site related to the replacement shopfront - 10/01927/FUL and 10/01939/LBC.

### 2.0 POLICY CONTEXT

2.1 Development Plan Allocation:

Areas of Archaeological Interest GMS Constraints: City Centre Area 0006

Conservation Area GMS Constraints: Central Historic Core CONF

City Boundary GMS Constraints: York City Boundary 0001

DC Area Teams GMS Constraints: Central Area 0002

Listed Buildings GMS Constraints: Grade 2; 16 Parliament Street York YO1 2SG 0561

Listed Buildings GMS Constraints: Grade 2; The Disney Store 14 Parliament Street York YO1 8S 0559

Listed Buildings GMS Constraints: Grade 2; 15 Parliament Street York 0560

## 2.2 Policies:

CYGP21  
Advertisements

CYHE8  
Advertisements in historic locations

## 3.0 CONSULTATIONS

### INTERNAL CONSULTATIONS

DESIGN, CONSERVATION AND SUSTAINABLE DEVELOPMENT - No objections to revised plans (Drawing Number 556-07 Revision C received 28 October 2010)

### EXTERNAL CONSULTATIONS/REPRESENTATIONS

GUILDHALL PLANNING PANEL - No objections

## 4.0 APPRAISAL

### RELEVANT SITE HISTORY

Advert applications:

07/00117/ADV - Display of 1 no. non-illuminated fascia sign, 1 no. projecting hanging sign and 2 no. window graphics (resubmission) - Approved

06/02169/ADV - Display of 1 no. non-illuminated fascia sign, 1 no. projecting hanging sign and 2 no. window graphics – Refused

- The Local Planning Authority considers that the proposed advertisements would result in a significant loss of character of the Listed Building and the central historic core conservation area due to the replacement of the existing timber advertisements with aluminium, and a proposed plainer, borderless hanging sign. In addition, the applicant has failed to provide sufficient information that would allow an assessment of the relationship of the proposed fascia sign with the existing shopfront of the Listed Building. For these reasons, it is considered that the advertisements would be harmful to the amenity and special character of this Listed Building in the conservation area

06/00180/ADV - Display of replacement non-illuminated fascia sign and projecting hanging sign – Refused

- It is considered that the proposed advertisements would result in a significant loss of character of the Listed Building and the conservation area due to the replacement of the existing timber advertisements with aluminium, and a proposed plainer, borderless hanging sign. In addition, the applicant has failed to provide sufficient information that would allow an assessment of the relationship of the proposed fascia sign with the existing shopfront of the Listed Building. For these reasons, it is considered that the advertisements would be harmful to the amenity and special character of this Listed Building in the conservation area

### KEY ISSUES

1. Impact on amenity, specifically the visual impact on the building and the conservation area
2. Impact on public safety

### ASSESSMENT

#### **PLANNING POLICY**

4.1 Planning Policy Guidance 19 "Outdoor Advertisement Control" (PPG19) states that the display of outdoor advertisements can only be controlled in the interests of "amenity" and "public safety", it is concerned with visual effect rather than the content of the advertisement.

4.2 Para.4 states that a building can contribute positively to a sense of pride and place, however it warns that the appearance of a building can be spoilt by a poorly designed or insensitively placed sign, or by choice of the sign/adverts materials, colour, proportion or illumination which are out of keeping with the building's design or fabric. Such signs can appear over-dominant and out of place.

4.3 As stated in PPG 19 paragraph 11 and 12 consideration has to be given to the amenity of the area the effect on the appearance of the building or on visual amenity in the immediate neighbourhood where it is to be displayed. Consideration is given to the local characteristics of the neighbourhood, including scenic, historic, architectural and cultural features which contribute to the distinctive character of the locality.

4.4 Planning Policy Statement 5 "Planning for the Historic Environment states when considering the impact of a proposal on any heritage asset, local planning authorities should take into account the particular nature of the significance of the heritage asset and the value that it holds for this and future generations. Local planning authorities should take into account the desirability of new development making a positive contribution to the character and local distinctiveness of the historic environment. The consideration of design should include scale, height, massing, alignment, materials and use.

4.5 Policy GP21 "Advertisements" in the City of York Council Development Control Local Plan (2005) states that permission will only be granted if the size, design,

materials colouring of signs, hoardings and large panels and any form of illumination does not detract from the visual amenity of the area in which they are displayed particularly with regard to the character of listed buildings and conservation areas. Additionally any proposal should not have an adverse effect on public safety. In residential areas and on sites clearly visible from the road the advertisement should be in keeping with the scale of the surrounding buildings and public areas.

4.6 Policy HE8 "Advertisements in Historic Locations" states that within conservation areas, or on listed buildings advertisements should be of a design and scale that respects the character and appearance of the area and be of sympathetic materials. Within conservation areas externally illuminated advertisements that require large light fittings are not permitted.

## **VISUAL IMPACT ON THE BUILDING AND THE CONSERVATION AREA**

4.7 The colour of the fascia and hanging sign have been revised and is now shown as cream which is considered to be more in keeping with the age, style and architectural character of the building. The proposed brown lettering on the fascia is located directly above the existing and proposed entrance door and appears to be of an acceptable scale with the existing timber fascia, and the existing and proposed shopfront. The maximum projection of the proposed lettering would be 0.0075 metres from the fascia and as such is not considered to be unduly prominent. The lettering against the timber fascia is considered to be of a design and scale that respects the character and appearance of the streetscene and conservation area.

4.8 The proposed non-illuminated timber projecting sign finished in cream with brown lettering would be fixed to the existing metal bracket finished in a brown colour. The design of the proposed hanging sign is simple and is unlikely to harm the significance or special interest of the listed building and would not be unduly prominent within the streetscene.

## **IMPACT ON PUBLIC SAFETY**

4.9 It is not considered that the proposed signage would cause harm to public safety.

## **5.0 CONCLUSION**

5.1 The proposed fascia and hanging sign are considered to be of a sympathetic scale and appearance to the shopfront, and listed building. The proposed signage is not considered to be unduly prominent within the streetscene or the conservation area and is considered to comply with Policies GP21 and HE8 of the City of York Council Development Control Local Plan. Approval subject to the following conditions is recommended.

## **6.0 RECOMMENDATION:**            Approve

1        The development hereby permitted shall be carried out in accordance with the following plans:-

Drawing Number 556-07 Revision C received 28 October 2010  
Email from agent - Fisch Designs received 4 November 2010;

Reason: For the avoidance of doubt and to ensure that the development is carried out only as approved by the Local Planning Authority.

2 Notwithstanding the submitted plans the fascia, fascia lettering, and hanging sign will have a matt finish.

Reason: So as to achieve a visually cohesive appearance and be in keeping with the integrity of the listed building.

## **7.0 INFORMATIVES:**

### **Notes to Applicant**

#### 1. REASON FOR APPROVAL

In the opinion of the Local Planning Authority the proposal, subject to the conditions listed above, would not cause undue harm to interests of acknowledged importance, with particular reference to the visual amenity of the host/listed building, the streetscene, and conservation area. As such the proposal complies with Policies GP21 and HE8 of the City of York Development Control Local Plan.

#### **Contact details:**

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