

SIDMOUTH TOWN
(Sidmouth)

07/0009/ADV

Target Date: 27.02.2007

Applicant: Messers N & G Stout
Location: Mocha Restaurant Prospect Place, Church Street, Sidmouth
Proposal: Retention of advertising fascias

CONSULTATIONS

County Highway Authority

Does not wish to comment

Environment Agency

Does not wish to comment

TOWN/PARISH COUNCIL

Refuse. This is a listed building and in a conservation area, therefore, this application should be refused. The Town Council believe the signs to be plastic which is contrary to policies in a Conservation Area.

NOTE: This Council does not consider the sign facing the Esplanade is necessary. There was no objection raised to the design of the signs if a resubmission were received in appropriate materials.

WARD MEMBER(S)

Cllr. Gibbings: Object to the application.

This is a listed building in an AONB and in a particularly important part of Sidmouth. The owners have constantly flouted or been totally unaware/unconcerned with planning law and every effort should be made to ensure the property is restored to its listed status including court proceedings if there is no other way.

Glimmer of hope - the styling of the word "Mocha" is appreciated and fits in very well.

In the event that this application comes to Committee I would reserve my position until I am in full possession of all the relevant facts and arguments for and against.

REPRESENTATIONS

Objections

One letter has been received raising the following points:

- Unlawful development without permission
- Applicants have no regard for planning laws
- Have the applicants applied for the unlawful flue?

RELEVANT PLANNING HISTORY

App.No:	Proposal	Decision	Date
07/0250/LBC	Fascia signs	Pending	
06/2910/ADV	Display of two non-illuminated canopy	Refused	06.12.2006
06/1961/ADV	Sign written canopy blinds	Refused	01.09.2006

PLANNING POLICIES

Devon Country Structure Plan (2001-2016)

Policy C06 - Quality of New Development
Policy C07 - Historic Settlements and Buildings

East Devon Local Plan (1995-2011)

Policy D1 – Design and Local Distinctiveness
Policy EN11 – Preservation and Enhancement of Conservation Areas
Policy EN9 – Extension, Alteration or Change of Use of Buildings of Special Architectural and Historic Interest
Policy D8 – Applications for Display of Advertisements
Policy LSI1 - Esplanade and Sea Front

SITE LOCATION AND DESCRIPTION

The site refers to the Mocha Restaurant located in a prominent location on the seafront within the Conservation Area.

The building is three storeys and positioned on the corner where Church Street meets the Esplanade, and is physically attached to the hotel to the east and a café and shops to the north.

The block of buildings are grade II listed and fall outside the Area of Special Control for Advertisement.

The building as existing has two canopy signs at ground floor level to the south elevation facing the Esplanade and externally illuminated lettering at first floor level to the west elevation.

PROPOSED DEVELOPMENT

The proposal seeks advertisement consent for the retention of the fascia sign above the door to the west facing elevation and the fascia board mounted to the wall of the south elevation at ground floor level. The signs measure 2.1m x 0.3m and 1m x 1m respectively. The signs are non-illuminated, and are constructed in timber with painted lettering.

CONSIDERATIONS AND ASSESSMENT

Background

The site benefits from two existing canopy signs to the south elevation and the new fascia sign to the frontage replaces a previous non-illuminated sign of similar proportions in the same position.

There are other unauthorised works on the site which are being dealt with separate from this application and do not prejudice this application.

Listed Building Consent is also required for the retention of the fascia sign to the south elevation. An application has been received and is currently pending consideration, but is likely to be approved under delegated powers as the Conservation Officer raises no objections.

Fascia Sign to the West Elevation (Front)

The fascia sign on the west elevation, by virtue of its position at ground floor level on the front of the building, size and location outside any Areas of Special Control of Advertisements, enjoys deemed consent under Class 5 (Advertisements on Business Premises) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Fascia Sign to the South Elevation (facing the Esplanade)

This sign requires advertisement consent because it is not located on the front of the building. From the information provided, the sign does not replace any previous signs, but is a new addition at ground floor level.

The Conservation Officer comments as follows:-

“Although the signage is quite contemporary it does not negatively impact upon the historic character of the building or it’s setting. The graphics and scale of the sign is relatively modest and on this basis it is considered that the sign is reasonable.”

The sign is therefore considered not to have an adverse impact upon the listed building or the Conservation Area and will not cause an excess of signage on the building. Contrary to Cllr Gibbings view, it is considered that the ongoing Enforcement Action on other elements of the site will not prejudice the material planning considerations of the sign.

CONCLUSIONS

The fascia sign to the west elevation is permitted development and the fascia sign to the south facing the esplanade requires Advertisement Consent but is acceptable in all respects. Listed Building Consent is required for both signs and is currently pending consideration.

RECOMMENDATION

APPROVE subject to the standard conditions.

List of Background Papers

Application file, consultations and policy documents referred to in the report.