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| APPLICATION NO. | P17/S1273/A |
| APPLICATION TYPE | ADVERTISEMENT |
| REGISTERED | 3.4.2017 |
| PARISH | HENLEY-ON-THAMES |
| WARD MEMBERS | Joan Bland, Lorraine Hillier & Stefan Gawrysiak |
| APPLICANT | Strada Trading Ltd |
| SITE | Strada 49-51, Bell Street, Henley-on-Thames, RG9 2BG |
| PROPOSAL | Alterations to shopfront and side entrance plus new signage. (As amended by plans received 31 May 2017 to amend awning). |
| OFFICER | Marc Pullen |

1.0 INTRODUCTION

1.1 This application is referred to the Planning Committee because the application is closely associated with application P17/S1272/FUL, and the officer's recommendation conflicts with the view of the Town Council.

1.2 The application site (which is shown on the OS extract **attached** as Appendix A) contains a two storey part commercial (cinema house) part restaurant building. This application refers to the ground floor aspect, which relates to the restaurant function of the building. The building falls within Henley Main Conservation Area and is accessed via Bell Street and the undercroft access from the King's Road car park to the rear.

2.0 PROPOSAL

2.1 This application seeks advertisement consent for the display of new signage on the property.

2.2 This application was submitted alongside application [P17/S1272/FUL](#) which seeks planning permission for the external alterations to the property. Matters relating to the new signage are tied with the development proposed under application [P17/S1272/FUL](#) and as such it is sensible to consider the proposals simultaneously.

2.3 A copy of all the current plans accompanying the application is **attached** as Appendix B. Other documentation associated with the application can be viewed on the council's website, www.southoxon.gov.uk.

3.0 SUMMARY OF CONSULTATIONS & REPRESENTATIONS

3.1 **Henley-on-Thames Town Council** – Object

- Recommend refusal due to the lack of natural materials and failure to comply with the Traditional Shopfront Guide

Highways Liaison Officer - No strong views

Neighbour – One letter supporting the improvement to the shop front

4.0 RELEVANT PLANNING HISTORY

4.1 [P08/E0949/LB](#) & [P08/E0766/A](#) - Refused (22/10/2008)
Erection of illuminated fascia and hanging signs.

[P08/E0251/LB](#) - Approved (21/04/2008)

Internal works to include the division of building into two units. Unit 1 to change from pub into restaurant. Unit 2 to remain as empty shell.

[P08/E0250/A](#) - Approved (21/04/2008)

New illuminated shop front advertisements (as amended by drawing no.16808-AD rev A accompanying email from Agent dated 16 April 2008).

5.0 POLICY & GUIDANCE

5.1 National Planning Policy Framework & National Planning Practice Guidance

5.2 South Oxfordshire Core Strategy 2012 policies;

CSEN3 - Historic environment

CSQ3 - Design

5.3 South Oxfordshire Local Plan 2011 policies;

AD1 - Display of outdoor advertisements

CON7 - Proposals in a conservation area

CON8 - Signs on listed buildings or in conservation areas

D1 - Principles of good design

G2 - Protect district from adverse development

5.4 Henley and Harpsden Neighbourhood Plan 2016

5.5 South Oxfordshire Design Guide 2016

5.6 Traditional Shopfront Guide

6.0 PLANNING CONSIDERATIONS

6.1 The main planning considerations in the determination of both applications are:

- Impact on public safety
- Impact on visual amenity

6.2 Policy AD1 of the South Oxfordshire Local Plan (SOLP) states: *Proposals for the display of outdoor advertisements and signs on the premises to which they relate will be permitted, provided that they do not have an adverse effect on visual amenity or public safety.*

Impact on visual amenity

6.3 Policy AD1 of the SOLP seeks to ensure that signs and outdoor advertisements on premises are in keeping with the characteristics of the building on which they are displayed and with the scenic, historic or architectural character of the locality. This site lies within the Henley Main Conservation Area and therefore consideration must be given to the design and scale of the proposal in relation to the established area. The use of traditional materials whenever this is appropriate to the character of the area should be encouraged in accordance with Policy CON7 of the SOLP. Similarly, policies CSEN3 and CSQ3 of the South Oxfordshire Core Strategy (SOCS) seek to ensure that all new development conserves and enhances the historic significance of the district's historic assets and responds positively to the site and its surroundings.

6.4 Policy CON8 of the SOLP refers to advertisements within conservation areas. It states that: *Consent will not be granted for the display of signs on a listed building or in a conservation area which are in any way harmful to the character and appearance of the building or area. Where it is accepted that a sign is needed, it should generally be non-*

illuminated, made of natural materials and to a design and scale reflecting the best traditional practice.

- 6.5 The proposed new signage on the property consists of:
- *Front elevation:* New canvas roller blinds which will display 'Coppa'
 - *Front elevation:* External clock, to be internally lit during hours of operation.
 - *Side elevation:* Metal sign which will externally lit to produce a shadow reading 'Coppa'
 - *Side elevation:* Exterior grade vinyl to be applied to brick work, to produce 'ray of light' effect
 - *Side elevation:* Externally lit menu board

- 6.6 It is officer's view that the proposed works to the frontage of the property are acceptable and would consist of traditional materials and finishes. The proposed clock, whilst somewhat ostentatious in appearance, adds character to the property and variety to the street scene. The clock would be internally lit during hours of operation. Previously, an internally lit sign used to occupy this part of the elevation for the Regal cinema. It is officer's view that the proposed clock would be an improvement upon the previous illumination below:



- 6.7 The proposed new canopy would be appropriate to the character of the area given the current canopy in place. The canopy is not considered to inappropriately alter the visual amenity of the area and, in officer's view, would have a relatively neutral impact upon the conservation area.
- 6.8 The proposed signage to the side of the property is not considered harmful to the character of the area. The signage is small in size and discreetly located away from the main public views from within the conservation area. This undercroft area, in officer's opinion, is of no particular architectural merit and these additions would provide an opportunity to improve upon this elevation. There is an existing lamp opposite this opening which already provides external lighting; this would support the use of external lighting here as part of the character. It is therefore not considered the external lighting under this application is harmful to the area.
- 6.9 The proposed signage under this application includes some use of illumination. It is considered reasonable to require a condition to control the use of illumination to restrict

illumination only to the hours of the restaurant's operation. This is in accordance with other controls within the nearby area on other shops.

Impact on public safety

- 6.10 Policy AD1 of the SOLP states that advertisements must not distract or cause danger to road users or hinder ready interpretation of road traffic signs. The proposed signage, along the road and along the undercroft, would not unduly distract pedestrians or road users. This is because the area is commercial in nature with a number of shops along Bell Street that all have either signage and/or projecting signs. Pedestrians and road users would expect to see signage on this property.
- 6.11 The local highway authority raise no objection to the proposed development on highway grounds.

7.0 CONCLUSION

- 7.1 It is recommended that advertisement consent is granted as the proposal complies with the relevant Development Plan Policies and, subject to the attached conditions, would not be harmful to public safety or the visual amenity of the area.

8.0 RECOMMENDATION

- 8.1 **That advertisement consent be granted subject to the following conditions:**

1. **Development to be implemented in accordance with approved plans.**
2. **Consent to be in accordance with standard advertisement consent conditions.**
3. **Materials to be used in accordance with those shown on the approved plans.**
4. **Restrict lighting outside of hours of operations.**

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