



# COUNCIL OF THE ISLES OF SCILLY

Planning & Development Department  
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## OFFICER REPORT – DELEGATED

Application number: P/17/035	Expiry date: 20/06/2017
Received on: 28/02/2017	Neighbour expiry date: None
UPRN:	Consultation expiry date: None
Legal agreement:	Site notice posted: 25/04/2017
Departure:	Site notice expiry: 16/05/2017
Complies with Development Plan? Y/N If not, ensure you cover in the report how material considerations outweigh the plan?	
Is this decision contrary to local council recommendation?	

Applicant:	Miss A Hiron
Site Address:	Junction of Longstone Lane and Telegraph Road, Longstone St Marys
Proposal:	To erect a new advertising and directional sign to reflect the new business.
Application Type:	Advertisement

<http://www.scilly.gov.uk/planning-application/planning-application-p17035>

### Description of site and development:

This is an application for advertisement consent for the construction of an advertisement for 'Longstone Lodge and Café' as a freestanding advertisement. The proposed advertisement will be for directional/informational purposes and would be 800mm by 600mm in size with a depth of 20mm. The panel and posts would be timber and the text is proposed to be white in colour. The advertisement would not be illuminated.

### Site Description

The proposed site is located at the highway junction of Longstone Lane and Telegraph Road which is centrally located on the Island of St Marys. The proposed sign is to be placed on land adjacent to the southern side of Longstone Lane on the grass verge. The proposed sign is to be sited approximately 418 metres to the south-west of the Longstone Café building.

### Background and Relevant History

In 2006 an application for Advertisement Consent was submitted (P/06/014) and approved for the display of three directional signs for Longstone Heritage Centre, one of which is in the

same location as the current application. A previous scheme to that of the 2006 scheme was approved under application P2251 in March 1984.

#### **Public representations:**

A site notice has been on display outside the site for a period of 21 days. No letters of representation have been received.

#### **Consultee representations:**

Due to the nature of the proposal there are no statutory consultees to notify. A site notice has been on display outside the site for a period of 21 days. No letters of representation have been received.

#### **Constraints and designations:**

Conservation Area, AONB and Heritage Coast.

#### **Relevant policies, SPGs and Government guidance:**

##### **Primary Legislation**

##### **Planning (Control of Advertisement) (England) Regulations 2007**

A Local Planning Authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as it is material, and any other relevant factors. The regulations advise that factors relevant to amenity may include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Factors relevant to public safety include the safety of persons using any highway, waterway, harbour or aerodrome; whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign or aid to navigation by water or air; or whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

##### **Planning Policy**

##### **National Planning Policy Framework (NPPF) 2012**

In paragraph 67, the NPPF states that “poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.” The NPPF confirms that advertisements can only be subject to control in regards to public amenity and safety.

##### **Isles of Scilly Design Guide Supplementary Planning Document 2007**

Page 104 of the Design Guide states that the design and placement of signage should be coordinated and minimised Well-designed signage can make a positive contribution to the appearance of the street environment. Too much signage is both unsightly and confusing.

Boards for display of advertisements have been provided at various locations including Porthcressa Bank and St Mary's Quay to minimise display of signs in an ad hoc manner around the islands. Signage should be minimised and located on existing land posts or buildings or at the back edge of the pavement.

#### **Appraisal/key issues and conclusion:**

Planning Law requires that applications for advertisement consent must be assessed in relation to the impact upon amenity and public safety only.

#### **Impact upon Amenity**

The proposed sign is to be sited in place of a former advertisement for the previous business situated within the building. The proposed sign seeks to promote the local business and provide directional aids to users due to the business being located approximately a further 418 metres from the road junction. The proposed sign is of timber construction and it is considered that the proposal will be sympathetic to the wider character of the area. The panel is proposed to be timber stained with white 10mm acrylic letters. The entire signage, including the posts and frame would have an approximate height of 1.1 metres and a width of approximately 0.8 metres. The application form confirms that the proposed sign would not be illuminated. It is understood that the applicant is seeking to erect signage which is clearer to passing pedestrians and motorists of the location of the business. The Local Planning Authority seeks to assist businesses on the Isles of Scilly where it can and whilst it is acknowledged that there will be a degree of impact from the cumulative impact of additional signage at this location in this rural area, it is considered that on balance the proposed signage is acceptable in principle, as it is considered to be justified and would be related to the existing business in the same way that the former sign in this location was related to the previous business use of the same building. Taking into account the above and that the signage is not proposed to be internally or externally illuminated, it is considered that the proposed signage would not have a significantly detrimental impact on the amenities of the area that would warrant a refusal of this application.

#### **Impact upon Public Safety**

The sign is not considered to have any impact on public safety or highways. Installations of signage should not interfere with the use of the highway or prejudice highway safety by distracting or confusing road users; or by causing dazzle, glare, etc., due to their size, detailing and/or proximity to the public highway. There are no illuminations proposed, so there should be no dazzle or glare from the signage. Further to this, it is considered that it is unlikely to distract or confuse road users as it will actually provide clearer directional signage than currently exists. Given this, it is considered that the proposed signage should not materially impact on highway safety.

#### **Conclusion**

Drawing on all of the above considerations, it is considered that the proposal is acceptable and it is recommended for approval.

**Recommendation:**

Recommendation: The application be Conditionally Approved subject to the following Conditions:

- 1. This consent hereby grants permission for the display of the advertisements referred to in this notice for a period of five years from the date of this consent.**

Reason: Having regard to Regulation 14(7) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2. The advertisements hereby permitted shall not be carried out except in complete accordance with the details shown on the approved submitted plans:**

- The Location Plan
- Location Plan 2
- Proposed Sign Plan and Details

**These are signed and stamped as APPROVED**

Reason: For the clarity and avoidance of doubt and in the interests of the character and appearance of the Conservation Area, Area of Outstanding Natural Beauty and Heritage Coast in accordance with Policy 1 of the Isles of Scilly Local Plan 2005.

- 3. The advertisements hereby permitted shall be maintained in a condition that does not impair the visual amenity of the site.**



Reason: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 4. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.**

Reason: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 5. No advertisement, other than those already displayed with either deemed or express consent, shall be displayed at this site without the prior express consent of the Local Planning Authority, notwithstanding the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 or any regulations revoking or re-enacting those regulations.**

In the interests of amenity and to maintain a reasonable level of advertisement material on this building having regard to the prominent location of the site and the general character of the area in which it is located.

Signed: 	Dated: 13/06/2017	Signed: 	Dated: 13/06/2017
Planning Officer		Senior Manager	