



COUNCIL OF THE ISLES OF SCILLY

Planning & Development Department
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OFFICER REPORT – DELEGATED

Application number: P/18/053/ADV	Expiry date: 8 August 2018
Received on: 13 June 2018	Neighbour expiry date: NONE CONSULTED
UPRN: 000192002529	Consultation expiry date:
Legal agreement:	Site notice posted: 20 July 2018
Departure:	Site notice expiry: 10 August 2018
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:	Mr Philip Moon Stylish Designs Ltd
Site Address:	On The Quay Cafe The Quay Hugh Town St Mary's Isles Of Scilly TR21 0HU
Proposal:	Place three signs on the harbourside building. One hanging sign outside the cafe and one outside the restaurant doorways and one on the south gable end at first floor.
Application Type:	Application to Display Adverts

Description of site and development:

The quay at St Mary's Harbour is a Grade II listed structure that is used as a working port by the Harbour Authority. It is the main approach to the islands when traveling to Scilly by ferry and provides the key link between St Mary's and the other inhabited islands. There are a number of structures on the quay with the main building being the Harbourside building. This benefits from planning permission to operate as a restaurant, café and includes staff accommodation.

Since the start of the 2018 season the 'On the Quay' café and associated restaurant have been in operation with temporary signage. The current proposal is to erect three permanent signs, two suspended from the ceiling of the colonnade, which is the underside of the restaurant balcony and one on the southern gable end of the harbourside building. These use the crab logo and text 'on the quay' text, which also features with the building and on an associated vehicle.

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. No letters of representation have been received.

Constraints and designations:

Archaeological Constraint Areas: The Quay. Island: St Mary's
HER Findspots Name: RAT ISLAND - Post Medieval lime kiln. Period: Post Medieval
Historic Landscape Character Landscape Type: Communications.
Conservation Area, AONB, Heritage Coast

Relevant policies, SPGs and Government guidance:

Primary Legislation

The Town and Country 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 signs are to be sited on the front (south) elevation of the existing food retail business building. There are 2 signs proposed and these consists of:

- Sign 1: Logo. Measuring 1500mm by 1500mm aluminium sign which will be attached directly on to the south elevation of the harbourside building. The sign will have a blue vinyl finish incorporating the red crab logo and On the Quay – Kitchen, bar, cafe, Hire. This sign will not be illuminated. The sign is proposed to be at first floor level, adjacent to the south facing window.
- Sign 2 (x2): A double sided suspended hanging sign to match sign 1 above. One located to highlight the entrance to the restaurant and one to highlight the entrance to the upper floor restaurant. These will measure 1000mm by 290mm. The signs will not be illuminated

The proposed signs seek to promote the business and it is considered that the designs proposed will be compatible to the wider character of the area. The proposed signs include a mixture of aluminium and acrylic materials, which are not illuminated.

It is understood that the applicant is seeking to erect signage which is in line with their locally established branding. The Local Planning Authority seeks to assist businesses on the Isles of Scilly where it can. It is considered that the proposed signage is acceptable, as it is sufficiently justified and well related to the existing business.

Taking into account the above it is considered that the proposed signage would not have a materially harmful impact on the amenities of the area that would warrant a refusal of this application.

Impact upon Public Safety

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. Whilst vehicles can access the quay it is not a public highway. The signs are not considered to have any impact on public or 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:**

- **Ground and first floor plans, annotated to highlight the positions of the signs, Drawing No: AB1057960.01, dated March '16**
- **Proposed Sign Item 01, Aluminium Sprayed sign 1500x1500mm, Job No: 57197, dated 11/06/18**
- **Proposed Sign Item 02, Aluminium sprayed double sided sign 1000x340mm (inc brackets), Job No: 57197, dated 11/06/2018**

These are stamped as APPROVED

Reason: To ensure a satisfactory standard of advertisement in the interests of amenity.

- 3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.**

Reason: Standard condition under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4. No advertisement shall be sited or displayed so as to –**

- (a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);**
- (b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or**
- (c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.**

Reason: Standard condition under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.**



Reason: Standard condition under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. **Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.**

Reason: Standard condition under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. **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: Standard condition under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Signed: 	Dated: 30/07/2018	Signed: 	Dated: 31/07/2018
Planning Officer		Senior Manager	