

**Application Ref:** 16/01751/ADV

**Proposal:** One internally illuminated projecting sign and one internally illuminated fascia sign, two non-illuminated blue fascia level signs, two non-illuminated logo door handles and 4x internally illuminated ATM signs

**Site:** 29 Long Causeway, Peterborough, PE1 1YJ,  
**Applicant:** Metro Bank PLC  
**Agent:** Mr Mark Underwood  
 Deloitte LLP

**Referred by:** **Head of Planning**  
**Reason:** Wider public interest

**Site visit:** 27.09.2016

**Case officer:** Mr M A Thomson  
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**Recommendation:** **REFUSE**

**1 Description of the site and surroundings and Summary of the proposal**

**Site Description**

The application site is a three storey stone faced building which occupies a prominent position within the City Centre, situated on Long Causeway. The building is of mid-twentieth century construction and has a distinctive symmetrical design of five bays. The proportionality of the building gives a vertical emphasis with a simple rhythm.

The property is occupied as A1 retail, of which there is a full length canopy at ground floor along the frontage of the building. Adjoining land uses include banks at ground floor with what appear to be offices above. Immediately in front of the application site is a new meeting place, known as the Green Square, which forms part of the extensive city-centre public realm works undertaken by the Council, with the eastern access to Queensgate Shopping Centre beyond.

The site is situated within the City Conservation Area, and there are a number of listed buildings and locally listed buildings within the wider shop frontage on Long Causeway.

**Proposal**

The Applicant seeks advertisement consent for the following works;

One internally illuminated projecting sign and one internally illuminated fascia sign (lettering only), two non-illuminated blue fascia level signs, two non-illuminated logo door handles and 4x internally illuminated ATM signs.

The proposed projecting sign would be 0.57m (h) x 1m (d) x 700mm (w) and would be situated 3m above ground level. Lettering would be no taller than 35cm. The signage would be constructed out of aluminium utilising a blue background with a stainless steel trim, with red and white text. The letters to this sign would be internally illuminated.

The proposed fascia sign would be 1m (h) x 150mm (d) x 9.2m (w) and would be situated 2.8m above ground level. Lettering would be no taller than 700mm. The signage would be constructed out of aluminium utilising a blue background with a stainless steel trim, with red and white text. The letters to this sign would be internally illuminated. Two matching fascia boards in a matching blue colour are proposed either side.

Two non-illuminated door handles and 4x internally lit ATM signs are also proposed; there would be 2 signs per ATM.

The proposal as described reflects the revisions to the scheme as originally submitted.

A separate planning application to undertake shop front alterations has also been submitted under App Ref: 16/01750/FUL.

## **2 Planning History**

<b>Reference</b>	<b>Proposal</b>	<b>Decision</b>	<b>Date</b>
16/01750/FUL	External alterations to shopfront and rear elevation and installation of ATMs	Pending Decision	

## **3 Planning Policy**

Decisions must be taken in accordance with the development plan policies below, unless material considerations indicate otherwise.

### **Planning (Listed Building and Conservation Areas) Act 1990**

#### **Section 66 - General duty as respects listed buildings in exercise of planning functions**

The Local Planning Authority has a statutory duty to have special regard to the desirability of preserving the building or its setting, or any features of special architectural or historic interest which it possesses.

#### **Section 72 - General duty as respects conservation areas in exercise of planning functions.**

The Local Planning Authority has a statutory duty to have special regard to the desirability of preserving the Conservation Area or its setting, or any features of special architectural or historic interest which it possesses.

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

#### **Section 12 - Conservation of Heritage Assets**

Account should be taken of the desirability of sustaining/enhancing heritage assets; the positive contribution that they can make to sustainable communities including economic viability; and the desirability of new development making a positive contribution to local character and distinctiveness. When considering the impact of a new development great weight should be given to the asset's conservation.

Planning permission should be refused for development which would lead to substantial harm to or total loss of significance unless this is necessary to achieve public benefits that outweigh the harm/loss. In such cases all reasonable steps should be taken to ensure the new development will proceed after the harm/ loss has occurred.

## **Peterborough Core Strategy DPD (2011)**

### **CS16 - Urban Design and the Public Realm**

Design should be of high quality, appropriate to the site and area, improve the public realm, address vulnerability to crime, be accessible to all users and not result in any unacceptable impact upon the amenities of neighbouring residents.

### **CS17 - The Historic Environment**

Development should protect, conserve and enhance the historic environment including non-scheduled nationally important features and buildings of local importance.

## **Peterborough Planning Policies DPD (2012)**

### **PP02 - Design Quality**

Permission will only be granted for development which makes a positive contribution to the built and natural environment; does not have a detrimental effect on the character of the area; is sufficiently robust to withstand/adapt to climate change; and is designed for longevity.

### **PP03 - Impacts of New Development**

Permission will not be granted for development which would result in an unacceptable loss of privacy, public and/or private green space or natural daylight; be overbearing or cause noise or other disturbance, odour or other pollution; fail to minimise opportunities for crime and disorder.

### **PP11A - (a) Shop Frontages (including signage)**

Permission will only be granted if the design is sympathetic, it would not harm the character and appearance of the street and advertisements are incorporated as an integral part of the design.

### **PP12 - The Transport Implications of Development**

Permission will only be granted if appropriate provision has been made for safe access by all user groups and there would not be any unacceptable impact on the transportation network including highway safety.

### **PP17 - Heritage Assets**

Development which would affect a heritage asset will be required to preserve and enhance the significance of the asset or its setting. Development which would have detrimental impact will be refused unless there are overriding public benefits.

## **Peterborough City Centre DPD (2014)**

### **PCC03A - City Core Policy Area (a) General principles**

The Council will seek development of the highest quality which strengthens the area as the retail, leisure, tourism and civic focus for Peterborough and its sub-region. New development must: improve the quality of the public realm; protect important views of the Cathedral; preserve or enhance the heritage assets of the area; and protect and enhance existing retail areas. The Council will also support development which results in a net increase in dwellings, improved connectivity, employment, conservation of historic shop fronts and development which encourages trips into the City Centre.

## **Peterborough Local Plan 2016 to 2036 (Preliminary Draft)**

This document sets out the planning policies against which development will be assessed. It will bring together all the current Development Plan Documents into a single document. Consultation on this document runs from 15 January to 25 February 2016.

At this preliminary stage the policies cannot be afforded any weight with the exception of the calculation relating to the five year land supply as this is based upon the updated Housing Needs Assessment and sites which have planning permission or which are subject to a current application. Individual policies are not therefore referred to further in this report.

## Peterborough Shop Front Design Guide (2014)

### 4 Consultations/Representations

#### **PCC Conservation Officer** (01.12.16)

No objection - The proposed signage, as amended, now proposes one projecting illuminated fascia sign and one central fascia where only the lettering is now illuminated and not the fascia as well. The level of illumination should match elsewhere to avoid an over bright effect.

#### **PCC Transport & Engineering Services** (05.10.16)

No objection - The Local Highway Authority (LHA) have raised no objection, advising that the proposed levels of illumination are suitable for the City Centre and are of sufficient ground clearance.

As such subject to attaching conditions with respect to levels of illumination and static lighting the LHA have raised no objection.

#### **Local Residents/Interested Parties**

Initial consultations: 9

Total number of responses: 1

Total number of objections: 0

Total number in support: 0

The **Peterborough Civic Society** have responded however their comments relate to the shop front alterations. These have been included for reference.

The alterations propose, which encompass the ground and first floor parts of the existing elevation are out of scale and character with the remaining parts of the elevation. The overall effect would be to have an over dominant appearance in the street scene. This stone clad, five bay frontage has a symmetrical, verticality which has a hint of Art-Deco seriously compromised by the deep and plain fascia boards. The proposal to cut back a part of the first floor to create a banking hall is a good one which will create a more lively elevation. It is suggested that the existing vertical form be carried down to the ground floor with the five-bay rhythm replaced with a canopy/fascia having one central bay extending over the three central windows. The canopy should perhaps be fairly narrow and project more in the central bay and less far in the two side bays. The solid stone clad sections to the left and right edges could be reinstated to re-emphasize the vertical character and give a visual solidity to the elevation. In essence we feel that alterations to the elevation should be confined to the ground floor.

### 5 Assessment of the planning issues

#### **Design and Impact on the Conservation Area and other Heritage Assets**

Policies CS16, PP2 and PP11 seek to ensure that any development including advertisements would not have an adverse impact on the character of the area. Policies CS17 and PP17 seek to ensure that the proposal would not have an adverse impact on the setting of the Conservation Area, adjacent Listed Buildings or buildings of local interest.

The scheme as amended now utilises a central fascia with internally illuminated lettering and a single internally illuminated projecting sign. The level of illumination is considered to be appropriate from a highway safety perspective, however the method of illumination is particularly important given that the site is situated within a Conservation Area and given the requirements of the Council's Shop Front Design Guide (2014). The Conservation Officer has raised no objection, however should advertisement consent be granted details of illumination could be secured by planning condition.

The merits of creating a first floor glazed opening has been discussed as part of the FUL planning application, which could provide a holistic and sympathetic shop front to address Green Square directly opposite, however the accompanying FUL planning application for shopfront alterations is not supported. Therefore whilst the adverts as amended are in themselves considered to be

appropriate by Officers, the adverts could not be implemented in accordance with the submitted drawings. For example it would not be clear how the signs would be affixed to the building and the lower sections of the first floor windows would be screened by the proposed fascia sign, which is resisted by the Shop Front Design Guide.

Therefore if this advert application was approved as submitted, only the adverts themselves could be put in place, which without an acceptable shop front this would result in an incongruous arrangement of signage out of keeping within the street scene, this part of the Conservation Area and the building itself.

As such the advertisements would have an unacceptable adverse impact on the character and appearance of the host building and Conservation Area, and would be contrary to Policies CS16 and CS17 of the Peterborough Core Strategy DPD (2011), PP2, PP11 and PP17 of the Peterborough Policies DPD (2012) and Policy CC3 of the Peterborough City Centre Plan (2014).

### **Neighbour Amenity**

Policy PP3 seeks to ensure that any development would not result in an unacceptable overbearing impact, loss of privacy, light or amenity.

The application site is situated within the City Centre, and whilst there are a number of residential properties within the City Centre the upper floors of the adjoining and adjacent properties are not occupied as residential. Therefore given the juxtaposition and orientation of the proposed signage, it is not considered the proposal would have an unacceptable level of intrusion, annoyance or disturbance to residents, and subject to conditions appropriate lighting levels would not impact upon adjacent business occupiers.

### **Access and Highway Safety**

The Local Highway Authority have reviewed the submitted information and raised no objection. The proposed levels of illumination are considered to be appropriate to this City Centre location and are of sufficient ground clearance. Should consent be granted conditions could be secured with respect to levels of, and the use of static methods of, illumination, and the proposal would not constitute a highway safety hazard.

## **6 Conclusions**

The proposal is unacceptable having been assessed in light of all material considerations, including weighing against relevant policies of the development plan and for the specific reasons given below.

## **7 Recommendation**

Director of Growth and Regeneration recommends that Consent to Display Advertisements is **REFUSED**

- R 1 The proposed adverts could not be implemented in accordance with the submitted details, and if approved the signs would be situated in an incongruous arrangement given the facade of the building and context of the area. As such the proposed signage would have an unacceptable adverse impact on the character and appearance of the host building, street scene and this section of the City Conservation Area, and would be contrary to Policies CS16 and CS17 of the Peterborough Core Strategy DPD (2011), PP2, PP11 and PP17 of the Peterborough Policies DPD (2012), Policy CC3 of the Peterborough City Centre Plan (2014), the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) and the Peterborough Planning Policies DPD (2012), the adopted Shop Front design Guidance (2014).

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