

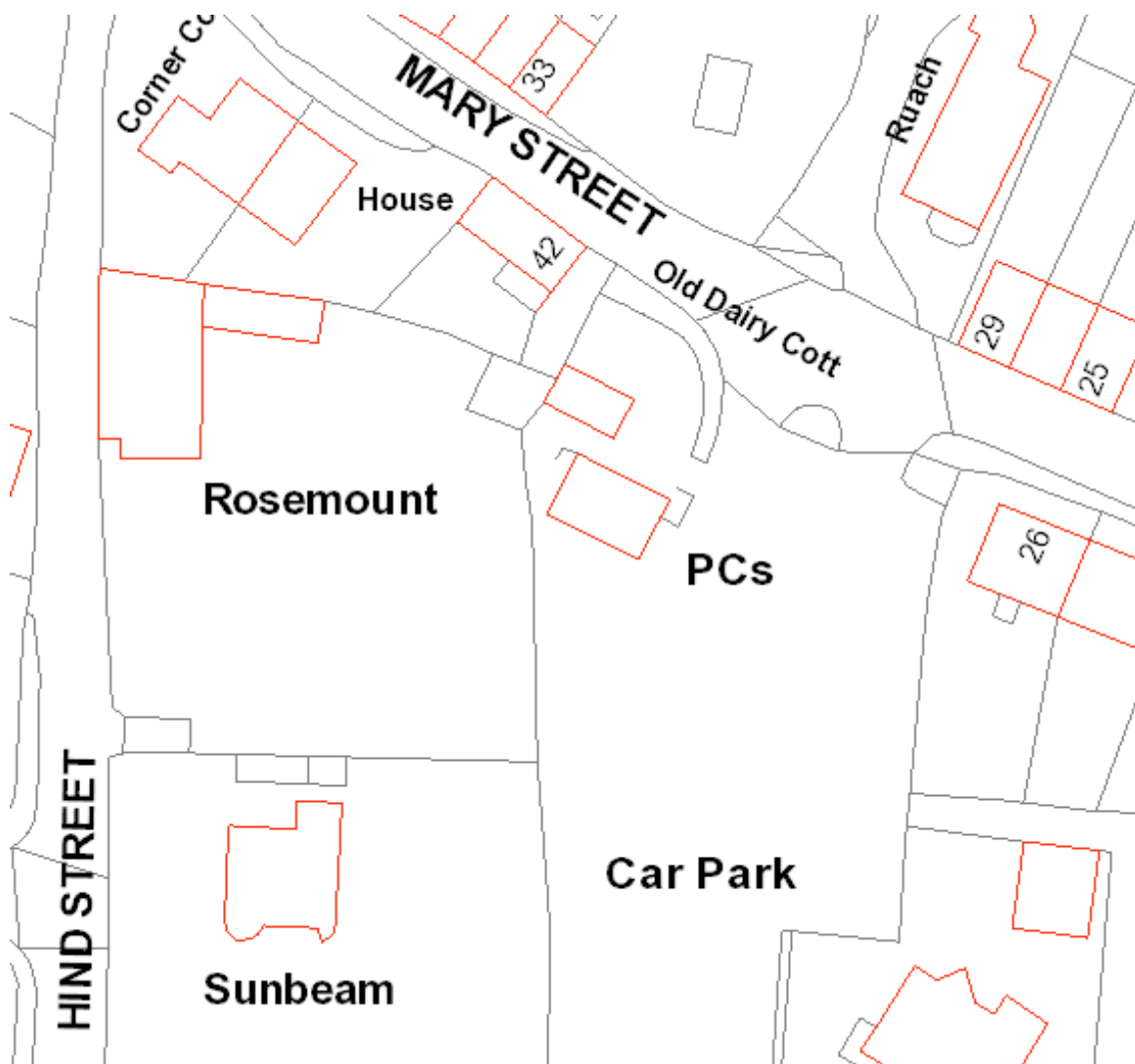
PLANNING COMMITTEE REPORT

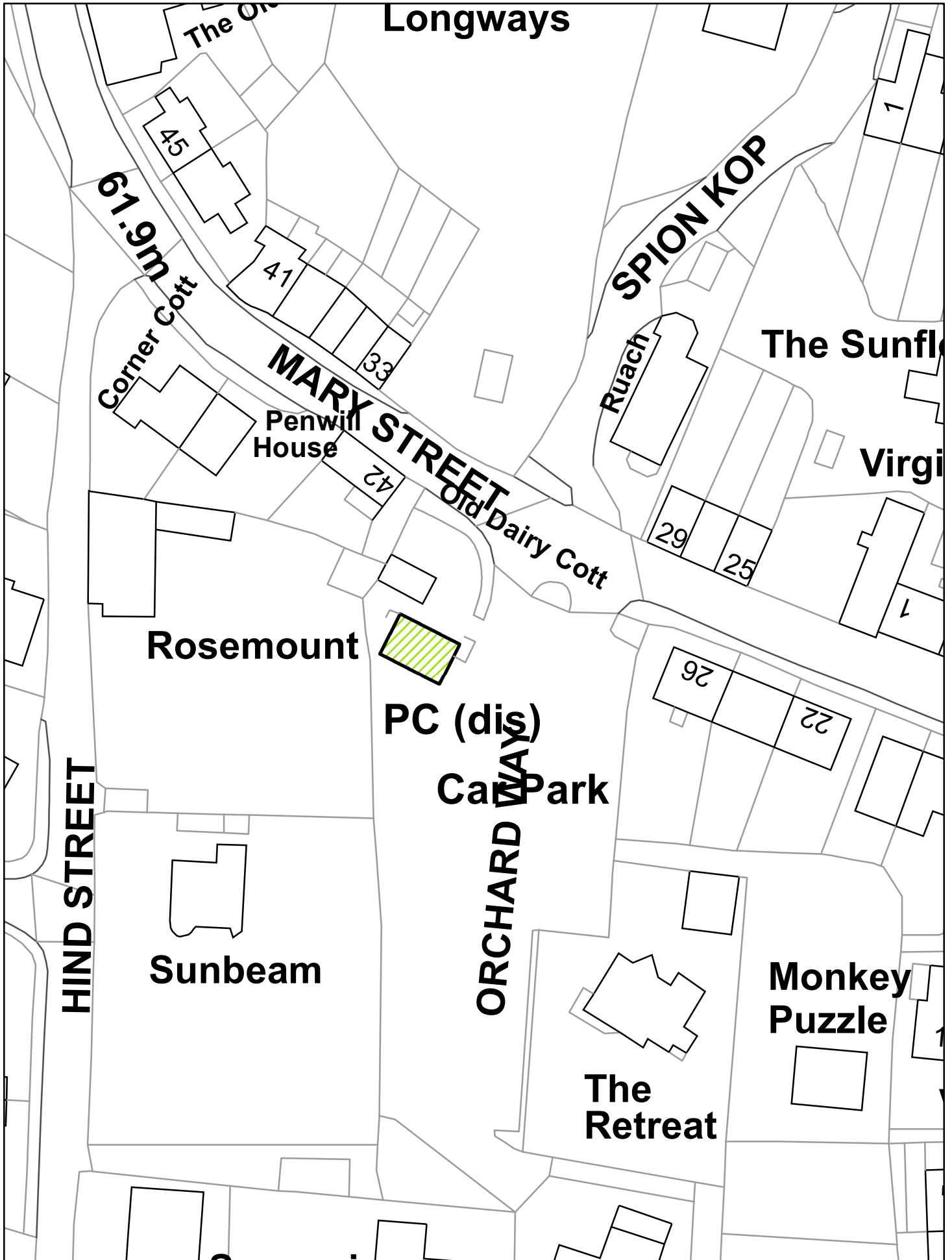
25 September 2018

CHAIRMAN: Cllr Dennis Smith



APPLICATION FOR CONSIDERATION:	BOVEY TRACEY - 18/01454/ADV - Public Conveniences, Mary Street Car Park - Painted wall advertisements and wall mounted board sign	
APPLICANT:	Miss A Beale	
CASE OFFICER	Claire Boobier	
WARD MEMBERS:	Councillor Gribble Councillor Kerswell Councillor Morgan	Bovey
VIEW PLANNING FILE:	https://www.teignbridge.gov.uk/planning/forms/planning-application-details/?Type=Application&Refval=18/01454/ADV&MN	





1. REASON FOR REPORT

The site is owned by Teignbridge District Council.

2. RECOMMENDATION

ADVERTISEMENT CONSENT BE GRANTED subject to the standard conditions governing the display of advertisements

3. DESCRIPTION

- 3.1 The application building comprises a public conveniences block located in the Mary Street Car Park in Bovey Tracey.
- 3.2 A related planning application 18/01453/FUL has been submitted for the change of use of the public conveniences building to an A3 (restaurant/café) and A5 (hot food takeaway) including a new takeaway hatch.
- 3.3 This application seeks advertisement consent for advertisements for the proposed business at this site.
- 3.4 The advertisements sought consist of a painted wall mural advertisement and a wall-mounted board sign.
- 3.5 The painted mural surface wall would cover the entire south elevation rendered wall (back elevation of the building) and would also cover part of the east elevation wall as shown on drawing TDC4 demarcated by the hatching referred to on this drawing as back elevation (south) and left elevation (east).
- 3.6 The mural-style advertisement would consist of rural and nature-inspired designs such as small butterflies, birds, trees, flowers, etc.
- 3.7 The applicant advises that the advertisement is sought to draw potential customers' attention to the use of the building without having to have a big advertisement along the south wall with the cafe's name.
- 3.8 A wall-mounted board sign is also proposed which would be sited on the north (front elevation) wall of the single storey extension to the building. This would be a maximum size of 1 metre wide x 1.5 metres high and would advertise the goods sold on the premises.
- 3.9 The two considerations for the assessment of applications for advertisement consent are the impact of the proposal on amenity and on public safety.
- 3.10 The board advertisement is considered to be acceptable on amenity grounds, being small in scale and unobtrusive on the building and would not have an adverse impact on public safety.
- 3.11 The proposed mural would add interest to the building and, whilst drawing attention to the building, is not considered to have an adverse impact on amenity or to public safety.

3.12 It is therefore recommended that advertisement consent be granted.

4. POLICY DOCUMENTS

Teignbridge Local Plan 2013-2033

S1A (Presumption in favour of Sustainable Development)

S1 (Sustainable Development Criteria)

S2 (Quality Development)

National Planning Policy Framework (2018)

Para 132 states *'the quality and character of places can suffer when advertisements are poorly sited and designed...Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

National Planning Practice Guidance

Provide guidance on signage – in particular what constitutes public safety and amenity

Regulations

Town and Country Planning (Control of Advertisements) Regulations 2007 and Circular 03/2007: The Town and Country Planning (Control of Advertisements) Regulations 2007 provide an outline of the present system of controls. Powers to be exercised in the interests of amenity and public safety, taking into account relevant development plan policies so far as possible.

5. CONSULTEES

None

6. REPRESENTATIONS

Two letters of objection received. One refers to matters to be considered under the planning application. The other considers the proposed exterior decorating is not in keeping with other nearby buildings.

7. TOWN COUNCIL'S COMMENTS

No comments received

8. COMMUNITY INFRASTRUCTURE LEVY

The CIL liability for this development is Nil as the CIL rate for this type of development is Nil and therefore no CIL is payable.

9. ENVIRONMENTAL IMPACT ASSESSMENT

Due to its scale, nature and location this development will not have significant effects on the environment and therefore is not considered to be EIA Development.

Business Manager – Strategic Place