

**Item No 09:-**

**16/05101/ADV (CT.0807/1/D)**

**Co-Operative (Carted Barn)  
High Street  
South Cerney  
Cirencester  
Gloucestershire  
GL7 5UG**

**Item No 09:-**

**1 x Externally illuminated projector, 1 x Externally illuminated logo, 4 x Non-illuminated wall mounted aluminium panels, 1 x Non-illuminated acrylic letters at Co-Operative ( Carted Barn) High Street South Cerney Gloucestershire GL7 5UG**

<b>Advert Application 16/05101/ADV (CT.0807/1/D)</b>	
<b>Applicant:</b>	Co Op Food
<b>Agent:</b>	Futurama Signs
<b>Case Officer:</b>	Lydia Lewis
<b>Ward Member(s):</b>	Councillor Juliet Layton
<b>Committee Date:</b>	10th May 2017
<b>RECOMMENDATION:</b>	<b>PERMIT</b>

**Main Issues:**

- (a) Design and Impact on the Conservation Area
- (b) Highway Safety

**Reasons for Referral:**

Delegated authority was sought from Cllr Layton because 6 letters of objection have been received. Cllr Layton has stated that the signs being illuminated by spotlight will detract from the street scene which on the whole is in a conservation area. The light will flood out on to the street from the front window and it will be quite obvious that the shop is there.

**1. Site Description:**

The site lays within the development boundary of South Cerney, to the south of High Street, a classified road. The application site lies outside of the Conservation Area, the boundary of which runs along the front of the site.

The site comprises a two storey former industrial building which fronts on to High Street, with a single storey range to the rear along the western boundary. The site was formerly used as the administrative offices, storage and depot facilities for the MITIE Group. The total area of the site is approximately 0.14 hectares in area.

To the east side of the building there is an access from the High Street which also serves three residential properties; the Old Farmhouse to the east and Halapeno High and Mayfield to the south. The access is between the junctions of the High Street junctions with Broadway Lane and Ham Lane at a point where it is subject to a speed limit of 30 mph.

To the west of the site lies a residential development known as Broadway Court and there is also residential development opposite the application site to the north of the High Street. The site lies outside of the commercial centre of the village.

**2. Relevant Planning History:**

14/02161/FUL - Conversion of existing building to a class A1 use including new shop front and demolition of outbuilding to the rear. Erection of two dwellings, garages and associated works to the rear including car parking and landscaping - Permitted November 2014.

16/04270/FUL - The installation of new AC condensers, refrigeration plant, louvre and satellite dish - Permitted January 2017.

16/04917/FUL - Installation of Kingspan roof to the Carted Barn (retrospective) - Permitted March 2017.

17/00185/FUL - Erection of covered storage in yard of retail unit - Permitted April 2017.

17/00437/FUL - Installation of shopfront. Creation of external ramp. Installation of external floodlights and louvres - Permitted April 2017.

### **3. Planning Policies:**

NPPF National Planning Policy Framework

LPR05 Pollution and Safety

LPR15 Conservation Areas

LPR48 Advertisements & Signs

### **4. Observations of Consultees:**

Conservation Officer: Views incorporated into Officer's Assessment.

### **5. View of Town/Parish Council:**

South Cerney Parish Council - Object on the grounds of impact on conservation area and privacy, light and noise. The application is for an urban design in a rural setting. Illuminated signs are inappropriate bordering the conservation area. Two illuminated signs are also intrusive and unnecessary as there are no competing shops in the street and the shops internal lights would be on anyway. If the application is approved, a condition should be imposed requiring the lights to be switched off outside of opening hours.

Although the revised proposal is for externally illuminated signs rather than internally illuminated, the Parish Council maintains their objection as before. Illuminated signs (whether internally or externally) are inappropriate bordering the Conservation Area immediately facing the site.

### **6. Other Representations:**

6 letters of objection have been received in response to the application publicity. The concerns raised are summarised below:

- i) It seems excessive to have two illuminated signs to the front of the building given its proximity to the conservation area;
- ii) It is proposed that sign C be illuminated even though the Conservation Officer recommends that it not be;
- iii) Signs F & G are beyond the parking area facing on to the residential area, so serve no purpose;
- iv) The details should have been submitted and agreed in the original planning application;
- v) Illuminated signs are out of keeping with the prevailing environment;
- vi) The signage would further detract from the character of the area, already compromised by the roofing materials used in the refurbishment of the retail building;
- vii) The limited parking available will result in congestion and driver distractions in the form of advertising and store signs will add to the risks posed;
- viii) Light pollution;
- ix) The site is opposite a listed building; and
- x) Are 7 separate items of advertising necessary on a relatively small building in a central location in the village?

**7. Applicant's Supporting Information:**

Not applicable.

**8. Officer's Assessment:**

Paragraph 67 of the NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy 48 of the Local Plan states that, inter alia, the number, size, design and colour of advertisements, displayed on or close to a building, must respect the design, scale, features, function and setting of the building. Consent will not be given for advertisements that are harmful to amenity or public safety. The display of advertisements of an inappropriate size, design, colour, materials or illumination, will not be permitted in sensitive locations.

In terms of assessing an advertisement's impact on 'public safety', Local Planning Authorities are expected to have regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians).

**(a) Design and Impact on the Conservation Area**

Carted Barn is a stone fronted industrial building which appears to have once been part of a farm complex. The building is not listed but located within the historic centre of the village of South Cerney. The area is characterised by a typically eclectic mix of traditional Cotswold stone cottages and later houses and cottages which reflect the traditional style.

The subject building is not situated within the South Cerney Conservation Area but faces onto it. As such, the Local Planning Authority is statutorily obliged to pay special attention to the desirability of preserving or enhancing the character or appearance of the locality, in accordance with Section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990, Section 12 of the NPPF and Local Plan Policy 15.

Policy 15 of the Local Plan states that the display of advertisements within or affecting a conservation area must preserve or enhance the character or appearance of the area as a whole, or any part of the designated area.

There are a number of Grade II listed buildings within sight of Carted Barn including Butchers Cottage and the stone cross to the east and Corner Cottage, Pike House and the War Memorial cross to the west and Thrift Cottage which is directly opposite. This Authority is statutorily required to have special regard to the desirability of preserving the setting of the listed buildings in accordance with Section 66(2) of the Planning (Listed Building and Conservation Areas) Act 1990 and Section 12 of the NPPF.

There are also a number of historic unlisted buildings opposite which are protected by an Article 4(2) Direction due to their heritage value. These buildings are considered non-designated heritage assets.

It should also be noted that Local Plan Policy 48 (Advertisements and Signs) states that: 'Internally illuminated signs will not be permitted in conservation areas...if they would be harmful to the character or appearance of the area..'

The building is to become a local convenience store and this proposal is for signage relevant to the new use. The visual impact of the signage and associated illumination will be considered against the heritage receptors identified above. Of particular consideration is the impact upon the character and appearance of the conservation area.

The Conservation Officer has raised no objection to signs A, D, E, F and G.

In relation to Sign B, it is considered that the form and design of the sign is acceptable and it is considered that the sign would sit very comfortably within the gable pediment forming an attractive and well balanced composition. However, objection was raised to the sign being internally illuminated. Such a display would be alien and incongruous within the relatively uncluttered setting of the village. It is accepted that the shop would need to provide a safely illuminated exterior for customers after the hours of darkness and although the shop is primarily for local custom it is not unreasonable that the shop should seek to attract some passing trade by clearly expressing the purpose of the building even after dark. Due to its prominent position adjacent to the road it seems unlikely that the large glazed shopfront alone (from which light would emanate) would not in itself clearly define the building as a convenience shop. Nevertheless it is considered that a simple trough or spot light aimed at the signage on the gable would be acceptable as more subtle and less discordant solution.

In relation to Sign C, the Conservation Officer considers that the form and design are acceptable. However, as above, its internal illumination would not.

In response to the concerns raised by the Conservation Officer, the proposals have been amended to omit trough lighting to Signs B and C. The Conservation Officer has advised that he would prefer that the hanging sign (projector) was not illuminated. However, his main objections have been addressed and he therefore raises no further objection.

In response to Third Party objections received, the applicant's agent has confirmed that the signs would only be illuminated during opening hours. The stores approved opening hours are 07:00 to 20:30 Mondays to Saturdays and 08:00 to 20:00 on Sundays. A condition reinforcing this is therefore recommended.

On balance, it is considered that the proposed signs would preserve the character and appearance of this part of the Cirencester Conservation Area in accordance with Section 72(1) of the 1990 Act, the NPPF and policies 15 and 48 of the Local Plan.

### **(b) Highway Safety**

It is considered that illuminated advertising of this scale in this location would not distract highway users and nor would it compromise highway safety. The proposed signs are not therefore considered to present a hazard to pedestrians or motorists and would accord with both the NPPF and policy 48 of the Local Plan in this respect.

### **9. Conclusion:**

Signs B and C would be externally illuminated by way of trough lighting. No objection is raised by the Conservation Officer and on balance it is considered that the signs would preserve the character and appearance of the adjacent Conservation Area. It is accordingly recommended that the application be approved subject to conditions.

### **10. Proposed conditions:**

1. Express consent is granted subject to the standard conditions set out in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

**Reason:** To comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements must be maintained in a clean, tidy and safe condition and must not obscure road signs or railway.

2. The development hereby approved shall be implemented in accordance with the following drawing number(s):

Site location plan, title page rev A, proposed elevation 1 Rev A, proposed elevation 2 Rev A, sign A specifications Rev A, Sign B and C specifications Rev A, Signs D, E, F & G specifications Rev A, site plan rev A

**Reason:** For purposes of clarity and for the avoidance of doubt, in accordance with paragraphs 203 and 206 of the National Planning Policy Framework.

3. The externally illuminated signs, B and C hereby approved, shall only be illuminated between the hours of 07:00 and 20:30 Mondays to Saturdays and 08:00 and 20:00 on Sundays if the opening hours are not restricted by the Sunday Trading Act 1994, or any other statutory instrument amending or replacing it.

**Reason:** To protect the amenity of the locality, especially for people living and/or working nearby, in accordance with Cotswold District Council Plan Policy 5 and the environmental considerations contained in Section 11 of the National Planning Policy Framework.

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**COTSWOLD**  
DISTRICT COUNCIL

**Co-Operative (Carted Barn) South Cerney**

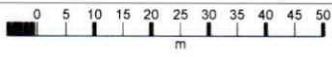
Organisation: Cotswold District Council

Department:

Date: 26/04/2017

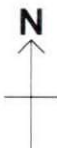
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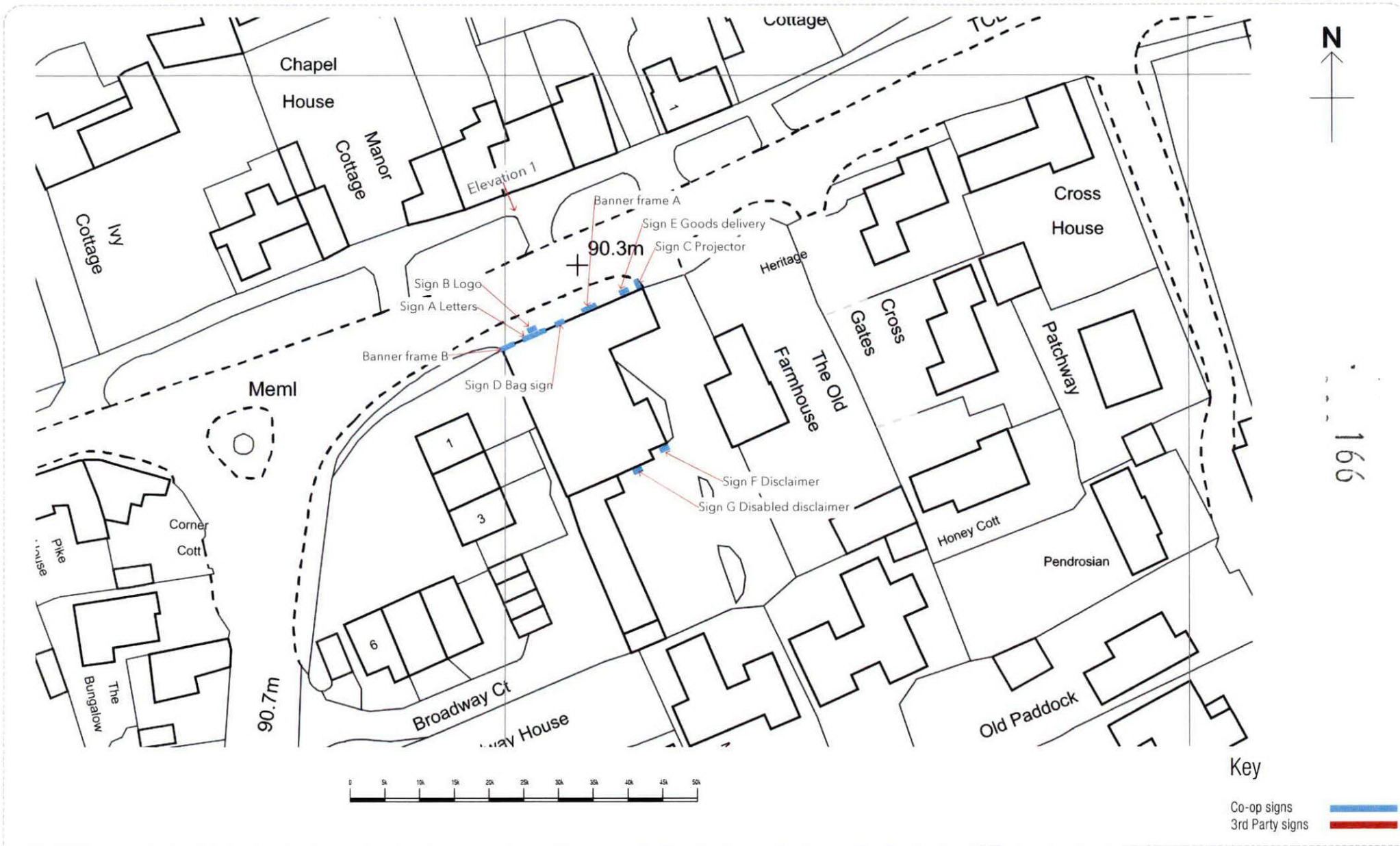
High Street  
 South Cerney  
 Gloucestershire  
 GL7 5UG

OS MasterMap 1250/2500/10000 scale  
 05 December 2016, ID: BW1-00582229  
 www.blackwellmapping.co.uk  
 1:1250 scale print at A4, Centre: 404811 E, 196954 N  
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 maps.leeds@blackwell.co.uk





Site plan - Scale 1:500@A3

Store Name: South Cerney, High Street  
 Store No: 5166  
 Futurama W.O: 127451  
 Store Type: Everyday Convenience - Premium  
 Programme: BAU - ACQ & NB  
 CAD reference: P1-F5-M0

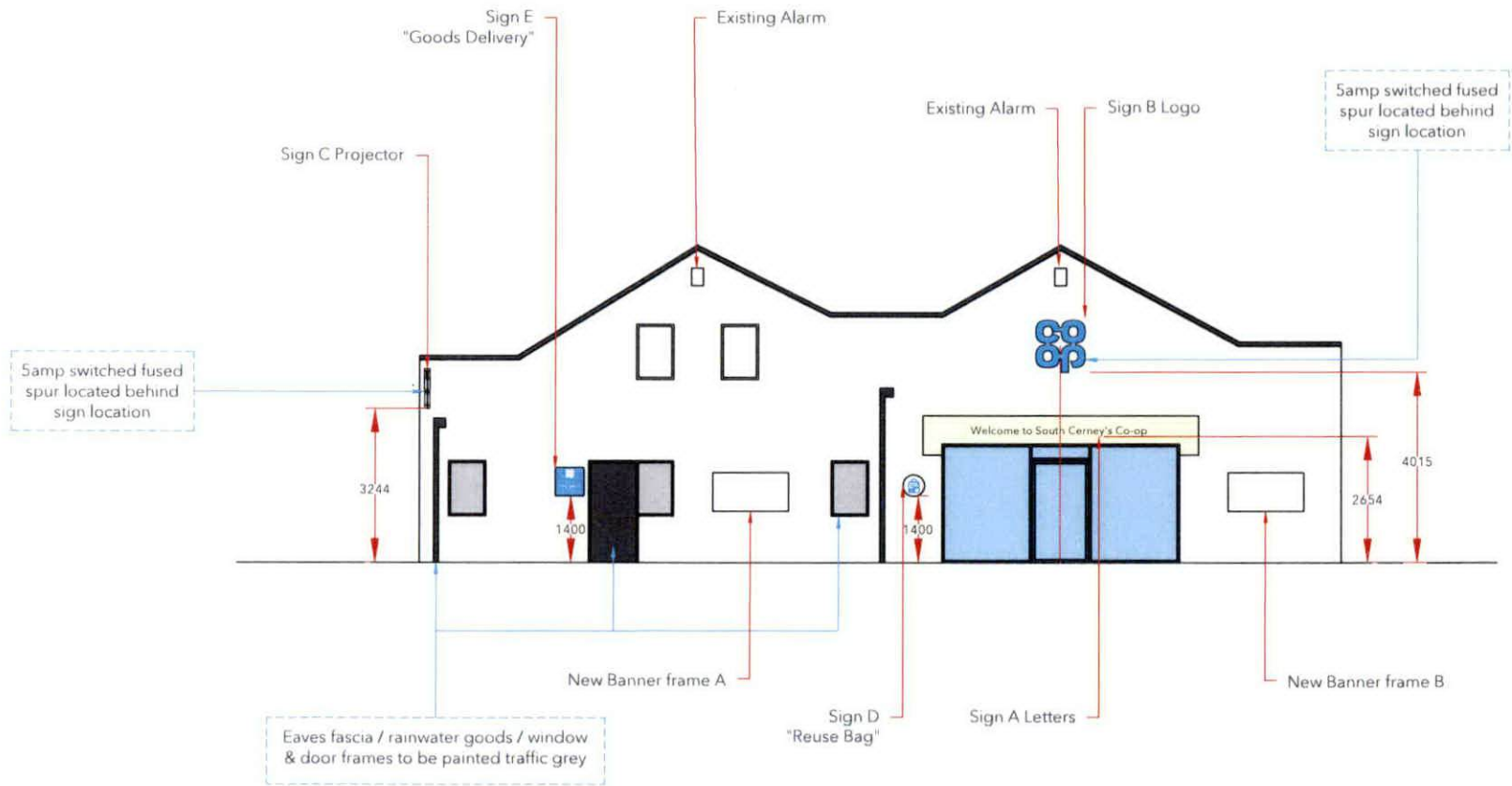
Address: High Street, South Cerney,  
 Gloucestershire  
 GL7 5UG  
 Revision: Rev A - KP  
 Original Scheme: FG

Olympia House Telephone: 0113 270 5595  
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Co-op signs █  
 3rd Party signs █



Elevation 1  
Scale 1:100 @A3

167



**Proposed Elevation**

Store Name: South Cerney, High Street  
 Store No: 5166  
 Futurama W.O: 127451  
 Store Type: Everyday Convenience - Premium  
 Programme: BAU - ACQ & NB  
 CAD reference: P1-F5 M0

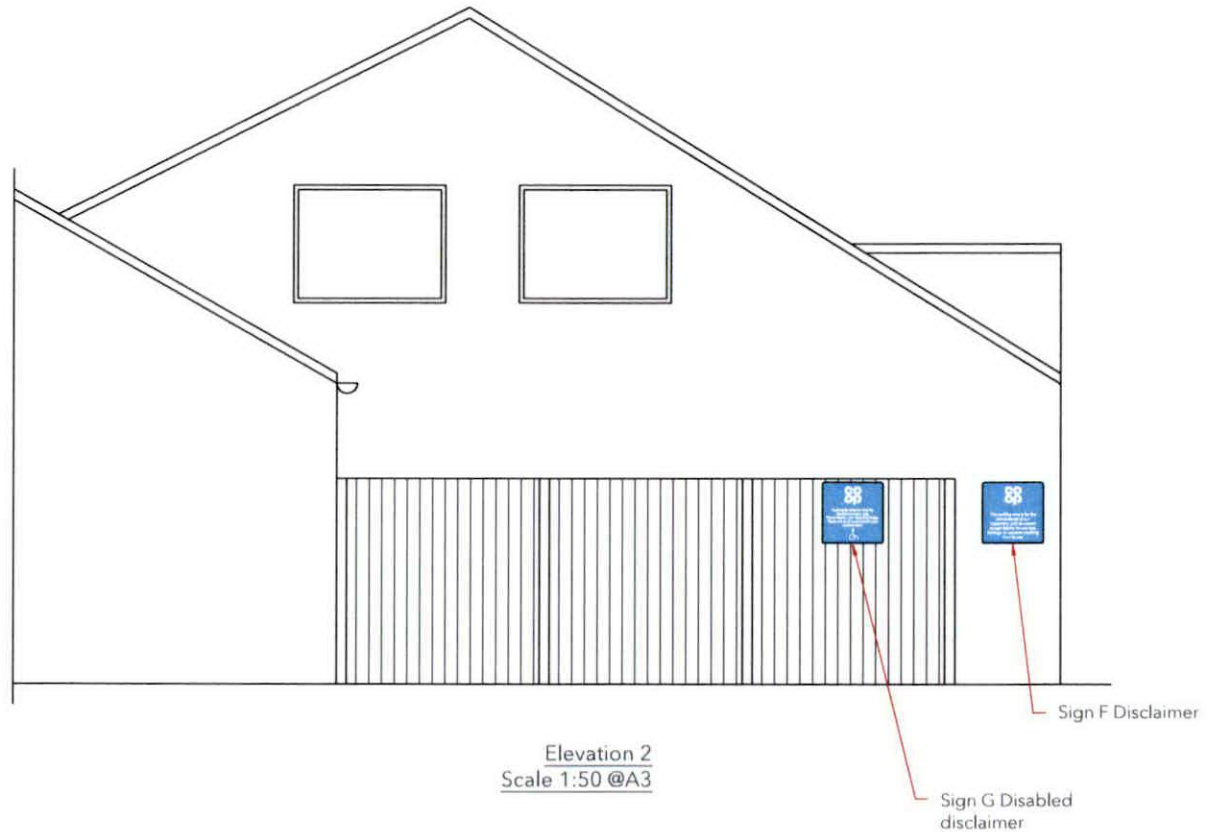
Address: High Street, South Cerney,  
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 GL7 5UG  
 Revision: Rev A - KP  
 Original Scheme: FG

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 Leeds E-mail:  
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163



**Proposed Elevation**

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 Futurama W.O: 127451  
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 Store Type: Everyday Convenience - Premium  
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 Address: High Street, South Cerney,  
 Gloucestershire  
 GL7 5UG

CAD reference: P1-F5-M0

Revision:  
 Rev1 (Production):  
 Rev2 (Production):  
 Rev 3 (Planning)  
 Rev 4 (Planning)  
 Rev 5 (Planning)  
 Rev A (Planning)

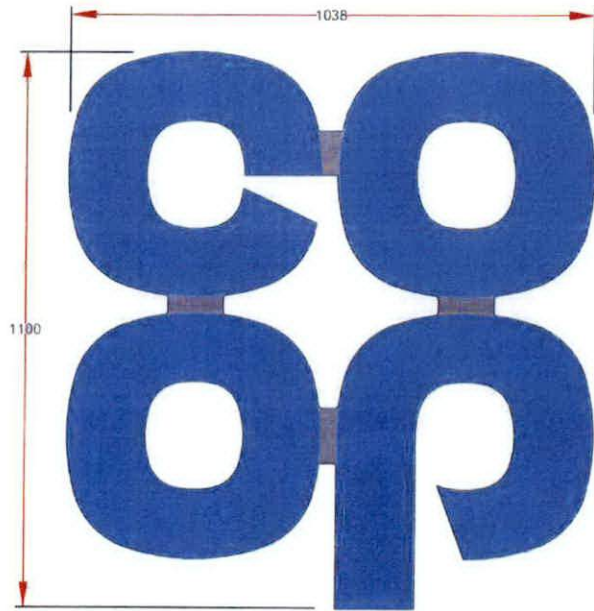
Original Scheme - FG - 24/11/16  
 25/11/16 - FG - Changed color background & Letters taffic grey.  
 30/11/16 - FG - Remove the "Store name TBC".  
 07/12/16 - TH - Added site plan.  
 16/12/16 - TH - Added elevation for car park signs.  
 06/01/17 - AR - 3rd party signs removed.  
 24/02/17 - KP - Logo and projector signs illumination changed to trough light. Photomontage updated accordingly.

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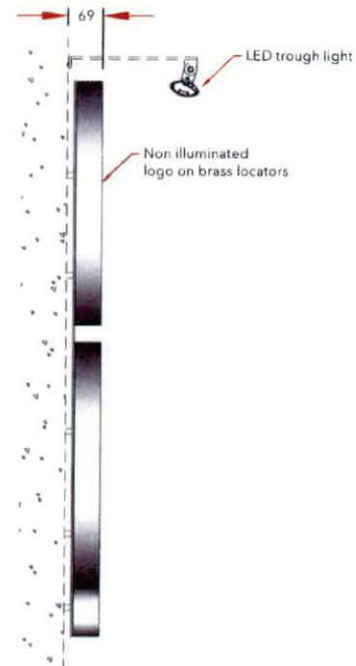
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1100mm  
Scale 1:10 @A3

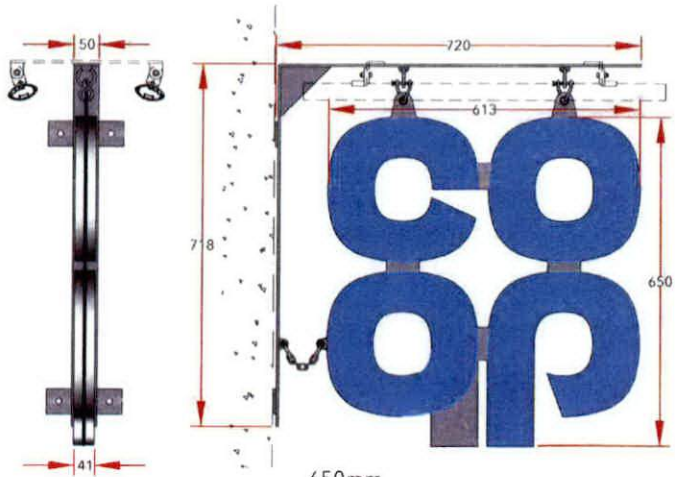


Cross Section  
Scale 1:10 @A3

Sign B Specifications:

1100mm Single sided built up logo.  
Steel mounting plate with individual built-up trough illuminated letters.  
Mounting plate to be 3mm Mild Steel fixed to building substrate with brass locator fixings.

3D built-up letters to have aluminium sides, 50mm deep with 5mm Co-op BLUE acrylic faces. All visible edges, aluminium returns & mounting plate to be finished Silver RAL 9006 60% gloss. Externally illuminated by LED trough lights.



650mm  
Scale 1:10 @A3

170

Sign C Specifications:

650mm logo Heritage projection sign trough illuminated individual 3D letters to both sides of mounting plate. Letters constructed from 19mm exterior grade timber. Finished silver 9006 with applied BLUE vinyl to face. Blue to match PMS 306. (CFP-P-H-P001/B).

Fully welded 5mm Mild Steel wall mounting plate and support frame. M8 lifting eye fittings welded to the frame, c/w twisted 'D' shackles to hold the 3mm Mild steel logo plate. All visible steel work to be finished silver to match RAL 9006 60% gloss. (CFP-P-H-B003).



Collections

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Programme: BAU - ACQ & NB  
CAD reference: P1-F5-M0

Address: High Street, South Cerney,  
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Revision: Rev A - KP  
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