

Application Number

P/2011/0801/AD

Site Address55 - 57 Babbacombe Road
Torquay
Devon
TQ1 3SN**Case Officer**

Mrs Helen Addison

Ward**Description**

Illuminated gantry sign; 1 welcome/goodbye sign; 2 no parking signs and 4 parking restriction signs

Executive Summary/Key Outcomes

The proposal is for a number of signs in the curtilage of the recently opened Tesco store. The principle of signage at a commercial premises is considered to be acceptable, but impact on amenity, highway safety and character of the area are key issues. In this case there is concern that illumination of the gantry sign would be out of character with the surrounding area and there is potential to reduce the number of signs proposed. Subject to these revisions and confirmation from the highway engineer that the proposal would not have an adverse effect on highway safety the proposal is considered to be acceptable.

Recommendation

Consent be granted, subject to satisfactory views of the highway engineer, a reduction in the number of signs and the gantry sign being non illuminated advertisement.

Site Details

The application site relates to a retail premises (Tesco) adjacent to Babbacombe garage, situated on the south side of Babbacombe Road. It is elevated above road level and set back from the road. There is a car parking area to the east of the building. The building has recently been converted to this use.

In the Torbay Local Plan 1995-2011 the site is shown as being part of a local shopping centre (Policy S10.9). The site backs onto, but is outside, a conservation area. The surrounding area is largely in residential use, although there are commercial premises nearby such as the adjoining garage and properties in retail use in Reddenhill Road.

Detailed Proposals

The application is for advertisement for the following signs;

- * Externally illuminated gantry sign 3.2m high and 1.5m wide
- * Welcome/goodbye sign
- * Special needs parking sign
- * No parking sign, 2 of these are proposed.
- * Parking restriction sign, 4 of these are proposed.

Summary Of Consultation Responses

Highways- consultation response awaited.

Summary Of Representations

Five letters of objection received which raise the following issues;

- * Already excessive light generated on the site
- * Illuminated gantry sign will be dangerous to vehicles
- * No other shops in Babbacombe have illuminated signs
- * Gantry sign will reduce the visibility of pedestrians, car park and highway users.
- * No need for signs

These are re-produced at Page T.202.

Relevant Planning History

P/2009/1028	Illuminated fascia box sign; non - illuminated fascia sign. Approved 19/11/2009.
P/2010/0030	For existing use of ground floor showroom for class A1 retail sales. Refusal 10/3/2010.
P/2010/0031	Illuminated fascia signs; illuminated wall mounted signs; non illuminated directional signs. Approved 21/4/2010.
P/2010/0086	External alterations and change of use of lower ground (part only) and ground floor to single class A1 retail unit. Approved 21/4/2010.
P/2010/0717	Installation of ATM. Approved 16/8/2010.
2010/0759	installation of plant approved 25.10.10

Key Issues/Material Considerations

The main issues are the impact of the proposed signs on the amenity and character of the area and on highway safety.

Principle and Planning Policy -

Policy BE4 requires advertisements to be consistent with the scale and character of the surrounding area, and not to harm visual amenity or undermine highway safety. As the site is in commercial use and located within a local shopping centre it would be reasonable to see some signage on the site.

In the context of residential properties surrounding the premises it is considered that illumination of the gantry sign would be out of character with the surrounding area. There are no other similar illuminated signs in the vicinity of the site. Consequently, in accordance with policy, the gantry sign should be non illuminated.

There is also some concern about the number of signs proposed within the site. A reduction in number of signs would reduce the visual impact and clutter of signage in this location.

Local residents have raised concerns that the gantry sign would obscure visibility for motorists and pedestrians. The highway engineer's advice in respect of this point is awaited.

Conclusions

In conclusion, subject to satisfactory further information from the highway engineer and revision of the proposal to a non illuminated gantry sign and a reduction in the number of signs, it is considered that the proposal would not harm the amenity of the area and would constitute an appropriate form of development in this location, consistent with Local Plan policy.

Relevant Policies

S10 - Local Centres
BES - Built environment strategy
BE1 - Design of new development
BE4 - Advertisements