

Application Number

P/2011/0698

Site Address

Old Market House
The Quay
Brixham
Devon
TQ5 8AW

Case Officer

Mrs Alison Read

Ward

Berry Head With Furzeham

Description

New Pub Signs

Executive Summary/Key Outcomes

This is an advert application relating to a development which is underway and likely to be completed prior to the committee meeting. There are no objections from highways or the conservation officer. The application is being considered at committee as it relates to a council asset.

Recommendation

Committee Site Visit; Advertisement consent

Site Details

The proposal site is the Old Market House on The Strand/The Quay, Brixham. The building faces towards the inner harbour in the vicinity of the Golden Hind, with The Strand running along the rear of the building and The Quay to the north-west.

The site is a 2-storey Grade II Listed building with a former use associated with the shipping industry.

The site lies within Brixham Town Conservation Area and forms part of the secondary shopping frontage in the town.

The building had planning permission and listed building consent for alterations, extensions, conversion to restaurant/cafeteria with balcony to front elevation approved in 2009.

Works are currently being carried out to convert the building according to a revised scheme which is also being considered at committee. (See History)

Detailed Proposals

Advertisement consent is sought for signs as follows:

- Sign A x 2; 1 on the south east gable end and 1 on the splayed north west elevation; existing rendered block to SE gable and area of stone work on NW elevation to be painted blue and "Old Market House" sign written in white. Signs to be externally lit with black Lux spotlights
- Sign B; 1 No. aluminium amenity board on splayed NW elevation
- Sign C; 2 No. landscape internally illuminated A2 menu cases in stainless steel finish; 1 to NE elevation facing harbour and one on SE gable
- Sign D; 1 No applied vinyl graphic consisting of frosted vinyl weeded out to reveal "Old Market House" backed up with another frosted vinyl to give a toned effect on glazed balustrade of balcony to NE elevation

In addition 13 No. 36w floodlights are proposed to the eaves to the NE (facing harbour) and SW (facing The Strand) elevations and 8 No. cast iron downlighters to the NE and SE elevations are also

proposed. The existing flagpole is also to be retained to the SE gable.

Summary Of Consultation Responses

Highways: None of the lighting must overhang the highway; if this is the case Highways would raise no objection.

Summary Of Representations

Brixham Town Council; recommend approval.

Relevant Planning History

There is a long history for this site; the most relevant applications are listed below:

P/2009/0219/PA	Alterations, extensions, conversion to restaurant/cafeteria with balcony to front elevation (revised scheme). Approved 09/06/2009
P/2009/0220/LB	Alterations, extensions, conversion to restaurant/cafeteria with balcony to front elevation (revised scheme). Approved 09/06/2009
CN/2011/0044	Discharge of condition to applications P/2009/0219/PA Conditions 1, 2, 3, 4, 7 and 8. P/2009/220/LB - 1, 2, 3,4, 6 and 8. Approved 09/06/2011
P/2011/0491/LB	
P/2011/0490/PA	

Key Issues/Material Considerations

Principle and Planning Policy -

Policy BE4 Advertisements states that advertisements would not be permitted where;

- they would be out of scale and character with the surrounding area;
- they would harm visual amenity; and
- they would undermine highway safety.

It is considered that the signs and lighting would be appropriate in scale and design and would not be detrimental to visual amenity or the character of the surrounding area. With regard highway safety, it has been confirmed that the lighting would not overhang the carriageway as there is a small pavement strip against the building which keeps vehicles away from it and the proposed lighting is to be tucked up under the gutter. As such there would be no highway objections.

Listed Building/Conservation Area

It is considered that the signs and lighting would not be detrimental to visual amenity or the character and appearance of the conservation area or the listed building (Policies BE5 and BE6).

Conclusions

It is considered that the proposal complies with the objectives of relevant Local Plan policy. Having regard to all national and local planning policies and all other material considerations it is recommended that advertisement consent should be granted.

Condition(s)/Reason(s)

None.

Informative(s)

01. Town and Country Planning (General Development Procedure) (Amendment) Order 2003.

The proposed development has been tested against the following policies of the Development Plan and, in the opinion of the Local Planning Authority, is not in conflict with the following

policies: BE4, BE5 and BE6 of the saved adopted Torbay Local Plan 1995-2011.

Relevant Policies

BE4 - Advertisements

BE5 - Policy in conservation areas

BE6 - Development affecting listed buildings