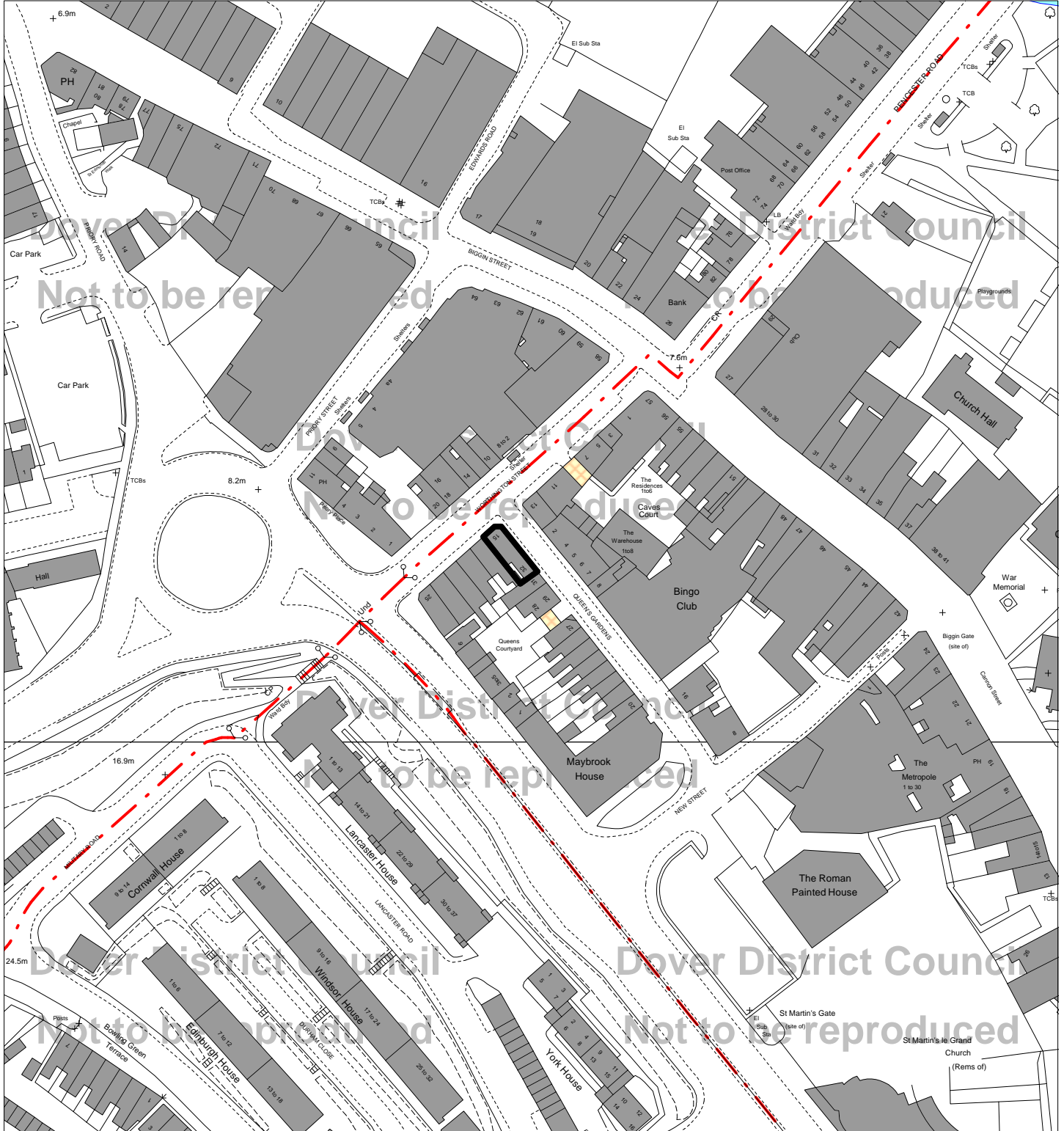


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Application: DOV/14/00990

15 Worthington Street

Dover

TR31764154



- a) **DOV/1400990 – Display of 3 No. illuminated fascia signs and 6 No. vinyl window graphics – 15 Worthington Street, Dover**

Reason for Report: The application is reported to Committee as it relates to the accompanying application (14/00838) for change of use to a micro pub.

- b) **Summary of Recommendation**

Advertisement Consent be granted.

- c) **Planning Policy and Guidance**

Core Strategy (CS)

- Policy DM 20 refers to the design of new and altered shop fronts. Proposals should respect the composition, materials and detailed design of the building and the street context.

National Planning Policy Guidance (NPPF)

- The NPPF has 12 core principles which amongst other things always seek to secure high quality design and a good standard of amenity for all existing and future occupants.
- The NPPF notes that local planning authorities should recognise town centres as the heart of their communities and pursue policies to support their viability and vitality. In determining planning applications, local planning authorities should take account of the desirability of new development making a positive contribution to local character and distinctiveness.

- d) **Relevant Planning History**

The site has an extensive planning history, but the most recent and relevant applications are:

- | | | |
|--------------|---|--|
| DOV/01/01270 | - | Installation of illuminated fascia sign – Granted. |
| DOV/01/00682 | - | Change of use to form amusement centre with or without retail sales – Granted. |

Consultee and Third Party Responses

Dover Town Council: No objection.

Kent Highway Services: No objection.

Public Representations: None Received.

f) 1. **The Site and the Proposal**

- 1.1 The site comprises a part 2/3 storey property located at the corner of Worthington Street and Queens Gardens. Worthington Street comprises predominantly retail and commercial premises at ground floor level with some residential accommodation above. Queens Gardens comprises several residential properties located on both sides of the street and includes the residential court yard development known as 'Queens Courtyard' which is located on the south west side between Nos. 27 and 29. Queens Gardens also includes the rear of the Bingo Club which fronts Biggin Street and Maybrook House, a purpose built office building.
- 1.2 The ground floor of the application site comprises vacant retail unit, formerly used as an amusement centre with display windows to both frontages and the entrance at the corner. It is understood that the unit has been vacant for approximately 6/7 months. The existing ground floor layout comprises entrance lobby, sales area, small kitchen and separate wc at the rear. At 2nd and 3rd floor level is a 5 bedroom flat which is accessed from a separate entrance in Queens Gardens. This also provides access to a small courtyard at the rear of the property.
- 1.3 The premises have three existing fascia signs which are located above the display window frontages and entrance. These have gold lettering on a green background and refer to 'Maxwell's Amusements'. These are illuminated by 7 static projecting lamps. The display windows are backed with wood boarding to prevent passers by from looking into the premises and to prevent distraction caused by flashing lights associated with the electronic machines. The other windows to the Queens Garden's frontage have an obscured glazed finish.
- 1.4 The application is for the display of 3 No. illuminated fascia signs and 6 No. vinyl window graphics. The two principal fascia signs (4080mm in length) extend above the existing window displays along the Queens Gardens and Worthington Road frontages of the premises. A shorter fascia (1810mm) is located above the entrance at the intersection of the two frontages. The fascia signs are 735mm in height and have gold lettering on a maroon background. The fascias are non illuminated, although exterior lighting is provided by 7 existing static projecting lamps which are located above the fascia (three to each frontage and one above the entrance).
- 1.5 The window graphics comprise etched vinyl sheeting applied to each of the six display window panels (three per frontage). The window panels are 1300mm in width and 2200mm high. These are raised on a plinth approximately 380mm above pavement level. The lower half of each window panel is to have etched vinyl 'silvery white' frosting 0.25mm thick to a height of 1100mm (approximately 1480mm above pavement level). This is to provide privacy for customers seated within the premises. The upper part of the central window bay to each of the frontages is to have an etched vinyl frosted motive, comprising tankard and barley on one and bottle and grapes on the other.

2. **Main Issues**

2.1 The Main Issues are:

- Impact on the street scene and Conservation Area;
- Impact on residential amenity.

3. **Assessment**

Impact on the street scene and Conservation Area

3.1 The proposed fascia panels have been designed to fit into the existing fascia frames thereby covering the existing 'Maxwell's Amusements' signage. The proposed fascia boards have a more traditional appearance than the existing signage and it is considered that they will have an enhancing effect on the street scene. The proposed illumination of the fascia signage remains as existing.

3.2 The frosting of the lower half of the window display panels provides a degree of privacy to users, whilst the etched motives proposed for the upper part of the central window bays, add visual interest to the premises and the wider street scene. The application proposals will also allow for the removal of the existing boarding to the rear of the window displays, which it is considered will enhance the appearance of the property and the wider street scene. Similarly, it is considered that the proposals will have a positive benefit on the special character of the Conservation Area.

Impact on the residential amenity

3.3 The fascia signage is to be illuminated by the existing static projecting lamps. No additional lighting is proposed. The frosting of the lower half of the display windows together with the etched motive to the central window bay are considered to provide suitable screening for the residential properties on the north east side of Queens Gardens. It is therefore considered that the proposals will not have an adverse impact on the amenities of nearby residential properties.

g) **Recommendation**

- I Advertisement Consent be Granted SUBJECT TO the following conditions: (1) The advertisement hereby permitted shall be displayed in accordance with the submitted application and drawing Nos. CS1, CS2 and Rev No: 1 received on 13th and 16th October and further information received on 25th October 2014 unless otherwise approved in writing by the Local Planning Authority. Reason: For the avoidance of doubt and to ensure that the advertisement is displayed in accordance with the approved plans and details (2)The level of illumination (which shall not exceed 450.000 cd/m) and the positioning of any light source shall be such as not to cause a glare or spillage of light onto the highway likely to distract road users or likely to constitute an obtrusive feature in the street scene. Reason: In the interests of the safety of road users and the amenities of the area (3)The advertisement hereby permitted shall only be illuminated during opening hours of 10am to 11.30 pm on weekdays, Saturday and Sundays and Bank or Public Holidays. Reason: In the interests of the

amenities of the locality. (4) No advertisement shall be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission. Reason: In the interests of visual amenity and public safety as required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. (5) No advertisement shall be sited or displayed so as to:- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or (c) hinder the operation of any device use for the purpose of security or surveillance or for measuring the speed of any vehicle. Reason: in the interest of visual amenity and public safety as required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. (6) Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site. Reason: In the interests of visual amenity and public safety as required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Where an advertisement is required under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition which does not endanger the public or impair visual amenity. Reason: In the interests of visual amenity and public safety as required by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Case Officer

Peter Cooper