

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO: Development and Conservation Control Committee 2nd November 2005
AUTHOR/S: Director of Development Services

**S/1644/05/A - Willingham
Two Lanterns with Logos at Duke of Wellington Public House
55 Church Street, for Greene King**

**Recommendation: Part Approval and Part Refusal
Determination Date: 20th October 2005**

Conservation Area

Site and Proposal

1. The Duke of Wellington Public House is situated on the northern side of Church Street, within the Willingham Conservation Area. Church Street is a predominantly residential street with several commercial uses, including a nearby public house called 'The Three Tuns', former conference centre and public library. The site is surrounded by residential properties. A street lamp is positioned immediately to the west of the building.
2. Several advertisements including illuminated advertisements have been erected on the site, in accordance with advertisement consent Ref: S/1985/04/A.
3. The advertisement application received 25th August 2005 seeks consent for Two "Edward Lanterns" with Greene King logos, to be attached to the front elevation of the building. Both lanterns include blacked out glazing to the front panel, facing Church Street. The lanterns are to be illuminated with 18watt bulbs. One of these lanterns is to be attached to the western end of the building, with a further lantern positioned to the west of a front entrance door, approximately 2.5m above ground level. The application represents an alternative design to the "Edward Lanterns" along the front elevation, refused under the previous advertisement application.

Planning History

4. An advertisement application was part approved and part refused on 4th May 2005 (**Ref: S/1985/04/A.**) This application approved several signs on the front, side and rear elevations.
5. Condition 4 of the approval stated that the "Edward Lanterns" on the front elevation were not approved as part of this application for the following reason:

"The installation of these two "Edward Lanterns" along the front elevation, would seriously detract from the character and appearance of the Conservation Area, and together with approved signs, A, B, C, E and F along the front elevation of the building would constitute excessive advertising and levels of illumination in this Conservation Area, and result in advertisement cluster, contrary to Policy EN39 of the South Cambridgeshire Local Plan 2004..."
6. In effect, this condition, refuses consent for this signage.

Planning Policy

7. **Government Planning Policy Guidance Note No. 19:** Control of Outdoor Advertisements outlines that Local Planning Authorities only have the ability to control advertisements in the interests of amenity and public safety.
8. The site is not within the Area of Special Advertisement Control.
9. **Policy P7/6** of the County Structure Plan states that Local Planning Authorities will protect and enhance the quality and distinctiveness of the historic built environment.
10. **Policy EN30** of the South Cambridgeshire Local Plan 2004 ("The Local Plan") states that proposals in conservation areas will be expected to preserve or enhance the special character and appearance of the area, especially in terms of their scale, massing, roof materials and wall materials. Schemes which do not specify traditional local materials or details that do not fit comfortably into their context will not be permitted.
11. **Policy EN39** of the Local Plan states the Council will apply exacting standards of control over the display of advertisements in Conservation Areas or on Listed Buildings. Particular care will be exercised over the specified types of advertisement which will often be inappropriate, including:
 - a) Internally illuminated signs or other projecting fascia signs;
 - b) Externally illuminated signs where the means of illumination would be intrusive; and
 - c) The application of lettering, lighting, symbols, materials and colour schemes would harm the character and appearance of the conservation area including fascia displays, window stickers and pavement signs and signs advertising particular products.

Consultations

12. **Willingham Parish Council** - Recommendation of approval, "subject to conditions that the lanterns do have darkened glass facing the street, have not more than 18 watt bulbs (both of which are in the planning application), and that they are extinguished when the pub closes."
13. **Conservation Manager** - Recommendation of Approval of lantern closest to the entrance door and recommendation of refusal of lantern proposed on the western end of the building.

"The left hand lantern light is not necessary - there is a street light adjacent to it. There might be justification for a light adjacent the door to identify the entrance etc. Therefore a single light located adjacent to the door would be acceptable. Two lights would result in unnecessary light pollution and clutter."
14. **Chief Environmental Health Officer** - No objection, subject to a condition that limits the hours of use of the lighting. "I conclude there are no significant impacts from an Environmental Health standpoint".

Representations

15. A letter of objection has been received from the occupant of 64 Church Street. It raises the following grounds of objection:
- a) The proposal, taking into account existing signage and illumination, will adversely affect residential amenities, in particular the usage of a front bedroom, and outlook of the property;
 - b) The use of darkened glass on the front panel and 18 watt bulbs, would not prevent the lanterns from being intrusive;
 - c) There are no guarantees that the landlord would permanently maintain the darken glass and low watt bulbs in the lanterns;
 - d) Lack of details in application on intended opening times and hours of use of lanterns;
 - e) The size and position of the lanterns is inappropriate;
 - f) The lanterns do not serve any purpose in advertising the property or addressing health and safety risk; and
 - g) The proposal reduces the property value and attractiveness of the writer's property.

Planning Comments - Key Issues

16. The key issue in this case is whether the proposed lanterns with logos, when viewed in conjunction with approved signage has an adverse impact on the visual amenities of the streetscene, Willingham Conservation Area and the amenities of nearby properties.

Impact on Character and Appearance of the Conservation Area

17. I am of the view that the lantern closest to the entrance door may be necessary to identify and illuminate this entrance door. However, the lantern on the western end of the building is not considered necessary for public safety reasons or for the identification of the public house, given the existence of a street light adjacent the building.
18. I am of the view that this second lantern with logo on the western end of the front elevation would result in unnecessary light pollution and visual clutter, when viewed in conjunction with existing signage and lighting along the front elevation, thereby causing harm to the character and appearance of the Willingham Conservation Area contrary to Policy EN39 of the South Cambridgeshire Local Plan 2004.
19. It is acknowledged that various signs have been erected on the front elevation of the nearby public house 'The Three Tuns' also on Church Street, within the Willingham Conservation Area, including:
- a) Two lanterns (one erected above the entrance door and the other on the western side of the building) of similar appearance to those erected on the Duke of Wellington;

- b) "Three Tuns" facility sign with 0.3m high lettering in green and gold on front elevation, externally illuminated by a single downward facing bullet light;
 - c) Hanging double-sided pictorial sign measuring approximately 0.9m by 1.1m, illuminated by pair of pictorial up and down lighters, with crown and ribbon above; and
 - d) Non-illuminated facility sign measuring approximately 0.6m by 1m.
20. In addition, to the above signage, this public house is illuminated by a rectangular floodlight attached to the ridge of the building on the front elevation and another to the eaves on the side elevation, with a street light positioned approximately five metres to the south-east of the building.
21. Overall, the cumulative level of illumination and advertisements along the front elevation of the "Three Tuns" public house, taken into account the position of nearby street lamps, is significant less than the cumulative level of illumination and advertisements along the front elevation of the "Duke of Wellington" for proposed and existing signage. I do not have an in-principle objection to the use of lanterns on the front elevation of the "Duke of Wellington" public house, but am of the view that, combined with approved signage, they result in excessive illumination of the building and visual clutter. In this regard, I consider that the Council has been consistent in the treatment of signage on public houses in this section of Willingham.

Impact on Amenities of Adjacent Properties

22. I am of the view that the proposed lanterns with logos, would not seriously harm the residential amenities of adjacent properties through light pollution. The dark glazing on the front panel of the lantern would prevent the lanterns from illuminating the opposite side of Church Street.

Recommendation

23. Approval of application, subject to a condition which specifies that the lantern on the western end of the building is not approved as part of this application.

Conditions of Consent

1. Standard conditions for Advertisement Consent.
2. The lantern with logo approved in Drawing No. 10772-03 shall not be illuminated other than when the public house is open to the public.
(Reason - To protect the character and appearance of the Willingham Conservation Area and the amenity of adjoining residents.)
3. The lantern with logo approved in Drawing No. 10772-03 shall not be illuminated between the hours of 23.00 hours and 08.00 hours.
(Reason - To protect the character and appearance of the Willingham Conservation Area and the amenity of adjoining residents, in the event that the opening hours of the public house are extended in the future.)
4. The approved lantern with logo shall be lit by a bulb not exceeding 18 watts.
(Reason - To protect the character and appearance of the Willingham Conservation Area and the amenity of adjoining residents.)

5. The approved lantern with logo shall be permanently maintained with a glazing panel facing Church Street blacked out.
(Reason - To protect the character and appearance of the Willingham Conservation Area and the amenity of adjoining residents.)

6. Notwithstanding the submitted details, the lantern with logo on the western end of the front elevation, illustrated in Drawing No. 10772-03 franked 25 August 2005, is not approved as part of this application.
(Reason - The installation of this lantern along the front elevation, would detract from the character and appearance of the Conservation Area, and together with the approved lantern and existing signage and lighting along the front elevation of the building, would constitute excessive advertising and levels of illumination in this Conservation Area, and result in advertising clutter, contrary to Policy EN39 of the South Cambridgeshire Local Plan 2004. This policy states that the Council will apply exacting standards of control over the display of advertisements in Conservation Areas. Particular care will be exercised over applications in the following categories of advertisement, which will often be inappropriate. Internally illuminated or other projecting fascia signs, externally illuminated signs where the means of illumination would be obtrusive and the application of lettering, lighting, symbols, materials and colour schemes which would harm the character and appearance of the conservation area.)

Background Papers: the following background papers were used in the preparation of this report:

- Planning Policy Guidance Note 19: Control of Outdoor Advertisements
- South Cambridgeshire Local Plan 2004
- Cambridgeshire and Peterborough Structure Plan 2003
- Advertisement Applications Ref: S/1985/04/A and S/1644/05/A

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