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43/2017/1160

Scale: 1:1250

Printed on: 28/12/2017 at 15:22 PM

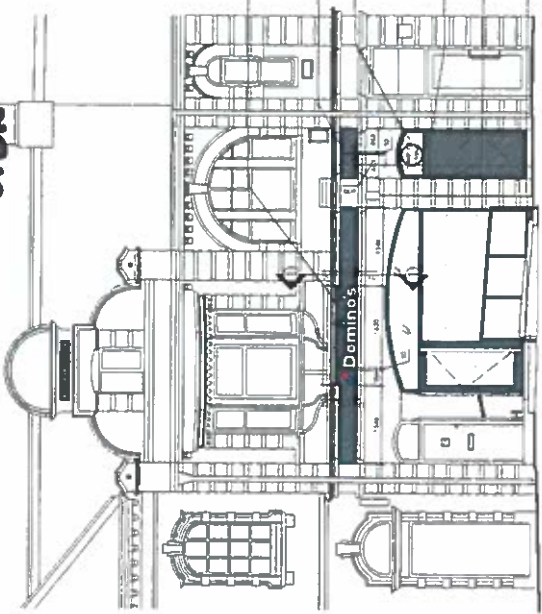


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PROPOSED SIGNS ELEVATION PLAN

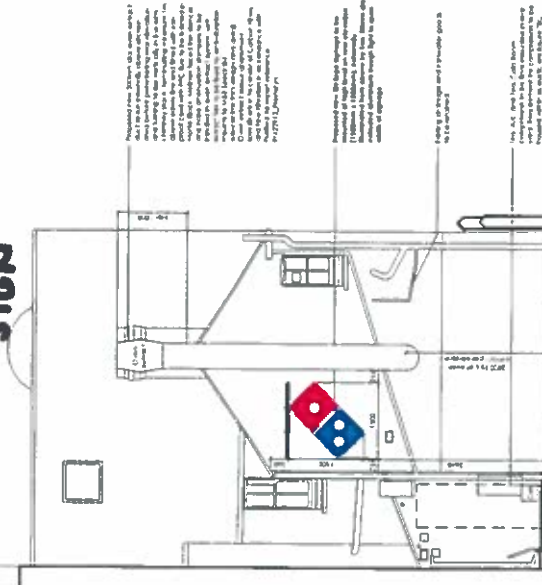
0 0.5 1.0 1.5 2.0 2.5m
Scale 1:50

FASCIA SIGN



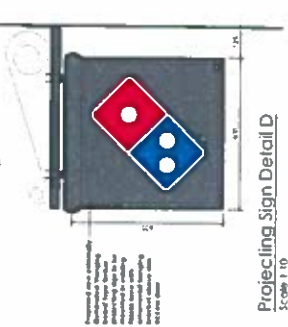
Proposed Elevation A
Scale 1:50

GABLE SIGN



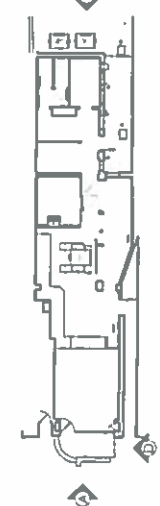
Proposed Elevation B
Scale 1:50

HANGING SIGN

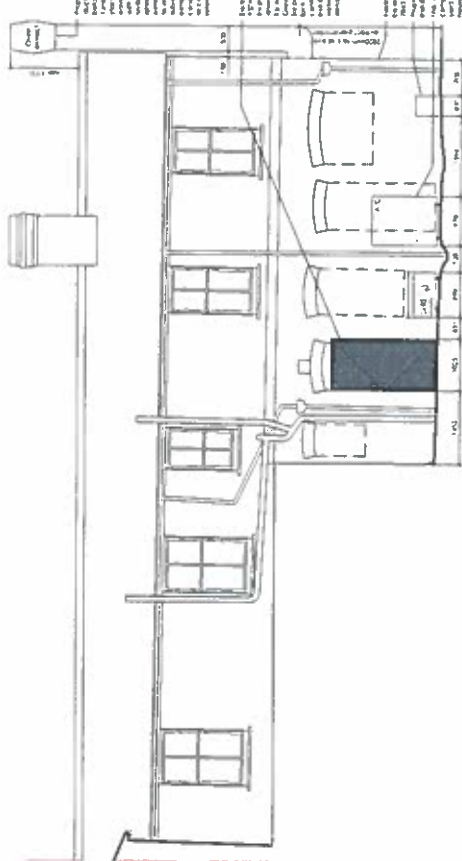


Proposing Sign Detail D
Scale 1:10

Fascia Sign Detail I-1
Scale 1:10



Key Plan
Scale 1:100



Proposed Elevation C
Scale 1:50

Proposed Elevations

NOTES

- All dimensions are in millimeters unless otherwise stated.
- Materials shall be as specified in the schedule of materials.
- Work shall be in accordance with the current edition of the relevant standards.
- The contractor shall be responsible for obtaining all necessary permits.
- The contractor shall be responsible for ensuring that the work complies with all applicable laws and regulations.
- The contractor shall be responsible for ensuring that the work is completed in a timely and efficient manner.
- The contractor shall be responsible for ensuring that the work is completed in a safe and sound manner.
- The contractor shall be responsible for ensuring that the work is completed in a professional and courteous manner.

DESIGN HAZARD IDENTIFICATION

- Identify potential design hazards that could result in safety, health, or environmental concerns.
- Describe the nature of the hazard and the potential consequences.
- Propose measures to avoid, minimize, or compensate for the hazard.
- Identify the responsible party for the implementation of the measures.
- Review the design and construction process to ensure that the measures are effectively implemented.

APPENDIX

- Appendix A: Material Schedule
- Appendix B: Construction Schedule
- Appendix C: Site Plan
- Appendix D: Section Drawings
- Appendix E: Detail Drawings
- Appendix F: Other Documents

Type	Description	Material	Size	Quantity
Roofing	Asphalt/Flt Shingles	Asphalt/Flt Shingles	18" x 24"	1000
Roofing	Underlayment	Underlayment	30" x 48"	1000
Roofing	Flashing	Flashing	1" x 4"	1000
Roofing	Trim	Trim	1" x 4"	1000
Roofing	Decking	Decking	2" x 8"	1000
Roofing	Structural	Structural	2" x 8"	1000
Roofing	Insulation	Insulation	1" x 4"	1000
Roofing	Vapor Barrier	Vapor Barrier	1" x 4"	1000
Roofing	Waterproofing	Waterproofing	1" x 4"	1000
Roofing	Drainage	Drainage	1" x 4"	1000
Roofing	Parade	Parade	1" x 4"	1000
Roofing	Finish	Finish	1" x 4"	1000

Project No: 12345
 Date: 12/12/2023
 Scale: 1:50
 Sheet: 1 of 1

Client: Domino's Pizza Group
 Address: 3141 140th Street, Mission, BC V2Y 1G1
 Project: Proposed Signage Elevations

Drawn by: [Name]
 Checked by: [Name]
 Approved by: [Name]

WARD : Prestatyn East

WARD MEMBER(S): Cllr Anton Sampson
Cllr Julian Thompson Hill (c)

APPLICATION NO: 43/2017/1160/ AD

PROPOSAL: Display of 2 no. externally illuminated fascia signs and 1 no. externally illuminated hanging sign

LOCATION: 39-41 High Street Prestatyn

APPLICANT: MrTalib Al-Khadimi

CONSTRAINTS: Conservation Area
Article 4 Direction

PUBLICITY UNDERTAKEN: Site Notice - No
Press Notice - No
Neighbour letters - Yes

REASON(S) APPLICATION REPORTED TO COMMITTEE:
Scheme of Delegation Part 2

- Recommendation to grant / approve – Town / Community Council objection

CONSULTATION RESPONSES:

PRESTATYN TOWN COUNCIL-

“Objection-

Corporate signage not compatible with conservation area status”

RESPONSE TO PUBLICITY:

None

EXPIRY DATE OF APPLICATION: 29/01/2018

REASONS FOR DELAY IN DECISION (where applicable):

N/A

PLANNING ASSESSMENT:

1. THE PROPOSAL:

1.1 Summary of proposals

1.1.1. The application is for consent to 2 externally illuminated fascia signs and 1 externally illuminated hanging sign at 39-41 High Street, Prestatyn.

1.1.2. The signs are in connection with the proposed new Dominos shop which is the subject of the previous application on the agenda, reference 43/2017/1147, relating to the change of use of the property to an A3 food and drink shop.

1.1.3. The plans at the front of the report illustrate the details of the signs.

1.1.4. In summary, the proposals involve:

- one externally illuminated fascia sign to replace the original signage on the front elevation. It would display the name of the business in text form and the logo. It would be 0.3m in height with a width of 1.97m. The background colour on the sign is Traffic Grey, with the Company name in white lettering, and the company 'domino's' logo alongside.
- The second externally illuminated sign would be located on the gable elevation visible to pedestrians and vehicles travelling up the High Street. It would display only the logo and have no text. It would have a height of 1.5m and a width of 1.5m and a depth of 0.10m
- The externally illuminated hanging sign would display the logo and no text. It would be made of timber and have a height of 0.6m, a width of 0.6m and a depth of 0.05m. It would be 2.3m above the ground level and would project to a maximum of 1m from the face of the building.
- The illuminance levels for the signs would be 200 cd/m.

1.2 Description of site and surroundings

1.2.1 The property is located on the eastern side of High Street, in the Town Centre of Prestatyn.

1.2.2 To the south of the site is a two storey Arts Centre with Cinema and restaurant. To the east is the recently developed retail scheme (Parc Prestatyn). To the north is a two-storey property occupied by HSBC Bank (Class A2 use) at ground floor level and a Dental Surgery on the first floor. To the west, on the opposite side of the High Street, are a number of retail units.

1.3 Relevant planning constraints/considerations

1.3.1 The site is within the development boundary of Prestatyn defined in Local Development Plan.

1.3.1 It is within the defined Town Centre Boundary and the Prestatyn High Street Conservation Area.

1.3 Relevant planning history

1.3.2 The unit was previously used as A2 professional and financial services with the adjacent Dental Surgery occupying the upper floors.

1.4 Developments/changes since the original submission

1.5.1 None.

1.5 Other relevant background information

1.6.1 None.

2 **DETAILS OF PLANNING HISTORY:**

No relevant history

3 **RELEVANT POLICIES AND GUIDANCE:**

**Denbighshire County Council
Supplementary Planning Guidance
SPG Advertisements**

National Legislation

The Town and Country Planning (Control of Advertisements) Regulations 1992
Planning Policy Wales (Edition 9) November 2016
Development Control Manual November 2016
TAN 7 – Outdoor Advertisement Control

4 MAIN PLANNING CONSIDERATIONS:

The Control of Advertisement Regulations and Technical Advice Note 7, Outdoor Advertisements outline what the Local Planning Authority can take into account when determining an application for advertisement consent. Whilst the general approach to dealing with advertisement applications is similar to the process of dealing with planning applications, the display of outdoor advertisements can only be controlled in the interests of amenity and public safety. Additionally, it is accepted that anyone proposing to display an advertisement needs that advertisement in that particular location, whether for commercial or other reasons, so need for a sign is not a ground to consider granting or refusing to grant an advert application.

The following paragraphs in Section 4 of the report therefore refer to the context within which Advertisement applications have to be considered, and where relevant, to policies of the Denbighshire Local Development Plan, and to any other material planning considerations.

4.1 The main issues in relation to the application are considered to be:

- 4.1.1 Principle
- 4.1.2 Amenity
- 4.1.3 Public Safety

4.2 In relation to the main planning considerations:

4.2.1 Principle

Advertisement regulations permit the display of advertisements, but set out the scope of powers of control for Local Planning Authorities where consent is required in order to ensure advertisements do not have unacceptable impacts. As noted, the regulations restrict considerations to impact on the amenity of the locality and public safety. The Local Planning Authority can only assess applications against these criteria, and not in respect of matters such as the reason for selecting a particular site.

SPG 'Advertisements' states fascia signs in Conservation Areas should be painted not internally illuminated and advertising within Conservation Areas is expected to meet high standards in terms of location, size, design especially in terms of materials used.

TAN 7- 'Outdoor Advertisement Control' states 'where an area is designated as a conservation area '... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area' in the exercise of any of the provisions of the Planning Acts. This includes the control of outdoor advertisements.'

Having regard to the above, it is clear that the principle of displaying advertisements is acceptable subject to due consideration of the amenity and public safety impacts, which are reviewed below in respect of the particular application.

4.2.2 Amenity

In relation to the 'amenity' considerations referred to in the advertisement regulations, material factors cited include 'the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they see fit, any advertisement being displayed there'. SPG 'Advertisements' specifically states that the use of traditional materials with individual lettering proud of the fascia using subtle colouring would be encouraged.

The Town Council have raised concerns in relation to the compatibility of the corporate signage with the Prestatyn Conservation Area.

In respecting the comments of the Town Council, it not considered reasonable to oppose the signage proposed simply on the basis of use of a corporate approach,

as this is not a specific 'amenity' consideration. Having due regard to the actual detailing of the signs, it is Officers' opinion that the approach to the advertisement of the property is particularly sensitive and wholly appropriate in a Conservation area location. It is suggested that the size of the signs is modest and that the use of colours and materials is in keeping with the building and those in the vicinity.

4.2.3 Public Safety

The Advertisement Regulations and TAN 7 advise that when determining an application for advertisement consent, the Authority should assess the impact on public safety. This can involve the safety of any person who may use a road, etc; and whether 'the display of advertisements is likely to obscure, or hinder the ready interpretation of, and any road traffic sign, railway signal or aid to navigation by water or air'.

There are no representations in relation to the public safety impacts of the signs proposed.

Having regard to the detailing of the signage proposed, it is not considered that the proposal would have any public safety implications. The hanging sign would be located 2.3m above ground level and none of the signs feature any text likely to distract drivers. It is considered that the proposal is acceptable and would not result in any impact on public safety.

5 **SUMMARY AND CONCLUSIONS:**

5.1 Taking account of the above and the comments from the Town Council, it is concluded that the proposal would have no detrimental impact on amenity, including the Conservation Area, and there are no public safety concerns. The proposal is therefore deemed acceptable and it is recommended that Advertisement Consent be granted.

RECOMMENDATION: GRANT- subject to the following conditions:-

1. The consent hereby granted relates to the following plans and drawings:
 - (i) Existing elevations received 5 December
 - (ii) Proposed elevations received 5 December 2017
 - (iii) Location plan received 5 December 2017

The reasons for the conditions are:-

1. For the avoidance of doubt.

NOTES TO APPLICANT:

Please note express consent is granted under the Town and Country Planning (Control of Advertisements) Regulations 1992 (advertisement regulations) and the permission granted is subject to a time limit of 5 years from the date of the grant of this permission. Please also note the standard conditions that apply :