

THE LAND PLANNING AND DEVELOPMENT (GUERNSEY) LAW, 2005

AND SECTION 19 OF THE LAND PLANNING AND DEVELOPMENT (GENERAL PROVISIONS) ORDINANCE, 2007

NOTIFICATION OF REFUSAL OF PLANNING PERMISSION

PROPOSALS: Erect signage to south-east (roadside) boundary.

LOCATION: Stan Brouard Ltd, Landes Du Marche, Vale.

APPLICANT: Stan Brouard

I refer to the application referred to below received as valid on 11/10/2023 regarding the above proposals as described more fully in the application and drawings referred to below.

Date of refusal of permission: 24/01/2024

Drawing Nos: Block Plan
Smith Signs: Sign 1 Details, Sign 2 Details & Top View Location

Application Ref: FULL/2023/1801

Property Ref: C01943A000

The Development & Planning Authority has decided to refuse your application under the provisions of section 16 of the Land Planning and Development (Guernsey) Law, 2005 for the following reasons:-

1. By virtue of a combination of the size and siting of sign 1, and in particular its elevated position on top of the boundary wall, the sign would represent a dominant feature within the street scene and would result in undue harm to the visual amenities of the locality. Sign 1 does not achieve a good standard of design and it would not respect the character of the local built environment, contrary to Policy GP8.

OTHER REMARKS:-

Right of appeal against planning decisions

Your attention is drawn to the provisions of Section 68(1) of the Land Planning and Development (Guernsey) Law 2005, which provides a right of appeal, against a decision to refuse an application for planning permission or outline planning permission to the Planning Tribunal on the merits. An appeal to the Planning Tribunal

under section 68 of the Law against this decision must be made before the expiry of the period of six months beginning with the date on which the Authority made this decision.

Copy of representations made

In reaching this decision the Development & Planning Authority took into account any written consultations made under Section 11(1) of the Land Planning and Development (General Provisions) Ordinance, 2007 ('the Ordinance'). A copy of any consultation responses made to the Authority under section 11 will be included with this decision in accordance with section 19 of the Ordinance.

A J ROWLES

Director of Planning
Planning Service



PLANNING APPLICATION REPORT

Application No: FULL/2023/1801
Property Ref: C01943A000
Valid date: 11/10/2023
Location: Stan Brouard Ltd Landes Du Marche Vale Guernsey GY1 3FE
Proposal: Erect signage to south-east (roadside) boundary.
Applicant: Stan Brouard

RECOMMENDATION - Refusal with Reasons:

REASONS FOR REFUSAL

1. By virtue of a combination of the size and siting of sign 1, and in particular its elevated position on top of the boundary wall, the sign would represent a dominant feature within the street scene and would result in undue harm to the visual amenities of the locality. Sign 1 does not achieve a good standard of design and it would not respect the character of the local built environment, contrary to Policy GP8.

OFFICER'S REPORT

Site Description:

The site comprises of several industrial style units and is located to the north-west of Landes du Marche. The site is located Outside of the Centres.

Relevant History:

25/03/2022 – CLU/2021/2494 – Certificate of Lawful Use granted to regularise use of part of Stan Brouard Ltd building complex for the sale of gardening supplies, tools and equipment, BBQs, hot water spas, indoor and outdoor furniture and furnishings, and associated items (Retail Use Class 10: General Retail).

05/01/2015 – PAP/011/2014 – Appeal allowed regarding refused application to erect a sign (FULL/2014/0520).

24/04/2014 – FULL/2014/0520 – Application refused to erect a sign.

02/08/2012 – FULL/2012/0395 – Permission granted to erect new signage to roadside walls and store.

Existing Use(s):

Mixed use of Light Industrial, Storage & Distribution and Retail

Brief Description of Development:

Planning permission is requested to erect 2 replacement signs to the south-east (roadside) boundary. Sign 1 is proposed to measure 3m by 1.22m and to consist of 2 aluminium sign trays mounted on a timber internal frame and fixed above the roadside wall by 2 posts. Sign 2 is proposed to measure 4m by 0.74m and to consist of individual white acrylic lettering fixed to the existing granite roadside wall.

Relevant Policies of any Plan, Subject Plan or Local Planning Brief:

Policy GP8: Design

Policy OC3: Offices, Industry and Storage and Distribution Outside of the Centres

Policy OC4: Retail Outside of the Centres

Representations:

None

Consultations:**The Office of Environmental Health and Pollution Regulation, 23/10/2023**

"I have reviewed the proposed plans for illuminated signage to be placed at the south east border of the above mentioned address which were received by email on 13th October and I recommend the following conditions:

- The hours of operation for the illuminated signage shall be limited to 08:00 to 19:00 Monday to Saturday.
- The exterior illuminated signage shall be operated by a timer which allows the signage to be illuminated at the permitted times only, and the timer shall be changed to reflect when British Summer Time (BST) begins and ends".

Summary of Issues:

The main issue in this case is the design of the signs and the impact on the character and appearance of the area.

Assessment against:

- 1 - Purposes of the law.
- 2 - Relevant policies of any Plan, Subject Plan or Local Planning Brief.
- 3 - General material considerations set out in the General Provisions Ordinance.
- 4 - Additional considerations (for protected trees, monuments, buildings and/or SSS's).

During the course of consideration the application was deferred due to concerns about the combination of the size and siting of sign 1 in an elevated position on top of the wall, the illumination of sign 1 and the resultant visual impact of the sign on the character and appearance of the area. In response revised plans have been received which omit the illumination of sign 1 and reduce the size of the sign from 3.6m by 1.4m to 3m by 1.22m.

Sign 2 is slightly larger than the existing sign board that it would replace. However, by virtue of the improved design of the proposed sign, with the existing signboard being replaced by individual lettering attached to the granite wall, the overall quality of the replacement sign is an enhancement over the existing.

Sign 1 would replace a smaller longstanding sign board attached to the top of the wall. Although the length of the proposed sign is slightly reduced compared to the existing, this would be more than offset by the increase in the height of the sign. By virtue of a combination of the size and siting of sign 1, and in particular its elevated position on top of the boundary wall, the sign would represent a dominant feature within the street scene and would result in undue harm to the visual amenities of the locality. Sign 1 does not achieve a good standard of design and it would not respect the character of the local built environment, contrary to Policy GP8.

All material considerations as set out in the Land Planning and Development (Guernsey) Law, 2005 and the Land Planning and Development (General Provisions) Ordinance, 2007 have been taken into account in the assessment of this application.

It is recommended that the application is refused.

Date: 22/01/2024