

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: Install signage to north and south elevations.

LOCATION: Martello Court, Admiral Park, Les Banques, St. Peter Port.

APPLICANT: Butterfield Bank (Guernsey) Limited

I refer to the application referred to below received as valid on 17/10/2024 regarding the above proposals as described more fully in the application and drawings referred to below.

Date of refusal of permission: 31/12/2024

Drawing Nos: Axis Mason - 4470 005 P2, 100 P1, 001 P1, 4470 - Exterior Signage 01 (x2, both date stamped received 9th October 2024), 4470 - Exterior Signage 02 (x2, both date stamped received 9th October 2024).

Application Ref: FULL/2024/1717

Property Ref: A104920000

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. The position of the proposed advertisements would be at high level and they would be prominent on both the north and south facades of the building. The size and position of the proposed signage does not respect the architectural design, composition and style of the existing office building, and thus would adversely affect the character and appearance of the building, and its effect on the surrounding built environment, contrary to Policy GP8: Design of the Island Development Plan. If approved, the application could also result in a proliferation of inappropriate signage and would set an undesirable precedent for the wider area.

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/2024/1717
Property Ref: A104920000
Valid date: 17/10/2024
Location: Martello Court Admiral Park Les Banques Les Banques St. Peter
Port Guernsey GY1 3QJ
Proposal: Install signage to north and south elevations.
Applicant: Butterfield Bank (Guernsey) Limited

RECOMMENDATION - Refusal with Reasons:

REASONS FOR REFUSAL

1. The position of the proposed advertisements would be at high level and they would be prominent on both the north and south facades of the building. The size and position of the proposed signage does not respect the architectural design, composition and style of the existing office building, and thus would adversely affect the character and appearance of the building, and its effect on the surrounding built environment, contrary to Policy GP8: Design of the Island Development Plan. If approved, the application could also result in a proliferation of inappropriate signage and would set an undesirable precedent for the wider area.

OFFICER'S REPORT

Site Description:

The application site consists of a multi-storey office block, known as Martello Court, which forms part of the Admiral Park complex. The building was built between 2004 and 2006, and lies to the west of Les Banques and to the east of Rue de Vega. The architectural design consists of a sleek, crisp, modern office building. The combination of a mix of steel and glass, finished with polished stone slabs on the exterior creates a minimalistic style and appearance.

The property is located in a Main Centre Outer Area as designated in the Island Development Plan.

Relevant History:

None germane to this application.

Existing Use(s):

Office.

Brief Description of Development:

Planning permission is sought to install signage to the north and south elevations of the building.

The signage is for Butterfield Bank, and includes the company's logo and name. Both the logo and name are to be installed at high level, on both the north and south elevations of the building which face out towards Les Banques.

The lettering will be 200mm high, with the logo 400mm high. The width is not specified on the drawings submitted but would appear to be approximately 2400mm in length (including the logo and company name) on the north elevation, and approximately 2500mm in length on the south elevation. The arrangement or layout of the logo and company name is different on both elevations.

No pre-application enquiries have been made in respect of the proposal.

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

GP8	Design
MC4(B)	Office Development in Main Centre Outer Areas

Representations:

None.

Consultations:

None.

Summary of Issues:

- Whether the design of the proposed development is acceptable.
- The impact of the development 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).

Policy and legal context:

The Island Development Plan was adopted in 2016. The current application is assessed under the relevant IDP policies. Policy GP8 supports development which respects and, where appropriate, enhances the character of the environment. Proposals for new development will be expected to achieve a good standard of architectural design.

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 considered in the assessment of this application.

Section 13 to Part IV of The Land Planning and Development (General Provisions) Ordinance, 2007, sets out a number of general material considerations, the following of which are considered to be relevant in this instance:

- (b) the character and quality of the natural and built environment which is likely to be created by the development,
- (c) the appropriateness of the development in relation to its surroundings in terms of its design, layout, scale, siting and the materials to be used,
- (d) the likely effect of the development on the character and amenity of the locality in question.

Assessment:

No justification has been submitted as part of this application as to why signs of this size and position are required on two prominent facades of the building. The name of the company (Butterfield Bank) is already advertised on a large steel pillar near the entrance (west) of the building. The pillar directs individuals to both Martello Court building and Dorey Court building and lists the companies that operate from premises. In addition, the direction of the building can be found on the company's website.

It is evident that the office building in question has been designed to achieve a holistic, clean and minimalistic design, by virtue of incorporating a limited number of materials, including steel, glass and polished stone slabs on the exterior, and has repeated these materials in different areas on both elevations. The design of the building today remains true to its intended purpose.

Whilst it is recognised that the size of the signs is limited when compared to the scale and mass of the office building, the proposal would introduce a discordant element to the architectural style and design of the office building. The position of the advertisements would be at high level and be prominent on both the north and south facades of the building. This would make the advertisements highly visible in short and long-range public views, in and around the east coast of the Island. This is unlike other similar signage in the wider area, which is generally kept to a name plaque on the building, usually at low level, or is advertised on a similar style pillar at or near the entrance of the respective building. Alternatively high-level signage may be visible in and around the application site, although this is limited to buildings that have been

designed specifically with high level advertisement in mind, and therefore formed part of the respective design concept of such building.

However, the building in question has been designed in a coherent and minimalistic manner, thereby installing signage of this size, layout and position would detract from the characteristics and appearance of the building and if approved would undermine the intention behind the building's architecture. It is therefore considered that the size and position of the proposed signage does not respect the architectural design, composition and style of the existing office building, and thus would adversely affect the character and appearance of the building, and its effect on the surrounding built environment.

Approving such development is also likely to result in further planning applications requesting similar advertisements for other businesses which operate within the same office building, and therefore could result in a proliferation of inappropriate signage on two prominent facades of the building. If approved, the application would therefore set an undesirable precedent for the wider area.

Overall, the proposal does not achieve a good standard of design as required by Policy GP8, represents inappropriate development, and would have a negative effect on the character and appearance of the office building and the surrounding area.

Date: 30/12/2024