

**APPLICATION NUMBER:** WD/D/19/000379

**APPLICATION SITE:** SOUTH WALKS HOUSE, SOUTH WALKS ROAD,  
DORCHESTER, DT1 1UZ

**PROPOSAL:** Display of non-illuminated signage

**APPLICANT:** Mr M Hodgett

**CASE OFFICER:** Katrina Trevett

**WARD MEMBER(S):** Cllr A Canning, Cllr Mrs S Hosford, Cllr D Taylor

**RECOMMENDATION SUMMARY:** Delegate to the Head of Planning (Development Management and Building Control) to grant planning permission following the expiry of the consultation period (30th March 2019); subject to their being no new matters raised by any late representations received and subject to conditions.

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## **1. DESCRIPTION OF SITE:**

1.1 The site comprises a modern office block located within the conservation area of Dorchester. The office block provides 3 levels of office floor space with car parking below. The west of the building is occupied by Dorset Library.

## **2. DESCRIPTION OF DEVELOPMENT:**

2.1 The proposal is to replace the existing West Dorset District Council signage with the new Dorset Council logo.

## **3. RELEVANT PLANNING HISTORY:**

None relevant to this application.

## **4. RELEVANT PLANNING POLICIES:**

### **4.1 National Planning Policy Framework**

As far as this application is concerned the following section(s) of the NPPF are considered to be relevant;

- 4. Decision-making
- 12. Achieving well designed places
- 16. Conserving and enhancing the historic environment

Para 38 - Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every

level should seek to approve applications for sustainable development where possible.

#### **4.2 Adopted West Dorset and Weymouth & Portland Local Plan (2015)**

ENV4.	Heritage Assets
ENV10.	The Landscape and Townscape Setting
ENV14.	Shop Fronts and Advertisements
ENV16.	Amenity

### **5. OTHER MATERIAL PLANNING CONSIDERATIONS:**

5.1 Dorchester Conservation Area

### **6. HUMAN RIGHTS:**

6.1 Article 6 - Right to a fair trial.  
Article 8 - Right to respect for private and family life and home.  
The first protocol of Article 1 Protection of property

This Recommendation is based on adopted Development Plan policies, the application of which does not prejudice the Human Rights of the applicant or any third party.

### **7. PUBLIC SECTOR EQUALITIES DUTY:**

7.1 As set out in the Equalities Act 2010, all public bodies, in discharging their functions must have “due regard” to this duty. There are 3 main aims:-

- Removing or minimising disadvantages suffered by people due to their protected characteristics
- Taking steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people
- Encouraging people with certain protected characteristics to participate in public life or in other activities where participation is disproportionately low.

Whilst there is no absolute requirement to fully remove any disadvantage the Duty is to have “regard to” and remove OR minimise disadvantage and in considering the merits of this planning application the planning authority has taken into consideration the requirements of the PSED

### **8. CONSULTATIONS:**

8.1 Dorchester Town Council – No comment  
8.2 DCC Highways – No comment

### **REPRESENTATIONS:**

9.1 None

## **9. PLANNING ISSUES:**

- Impact on character of conservation area
- Neighbour amenity

## **10. PLANNING ASSESSMENT:**

### **11.1 Impact on character of conservation area**

11.1.1 The proposal is to replace the existing West Dorset District Council signage with the new Dorset Council logo following the creation of the new council.

11.1.2 The design of the logo will be the new branding of Dorset Council and will be sited in the same location of the existing.

11.1.3 It is considered that the scale and design of the new signage is appropriate when viewed in context against the existing building and will not be detrimental to the character or setting of the conservation area.

### **11.2 Neighbour amenity**

11.3 The signage is to be non-illuminated and of an appropriate scale and design and accordingly, the proposal is considered not to introduce any neighbour amenity issues.

## **11. CONCLUSION/SUMMARY:**

12.1 It is considered that the scale and design of the replacement signage is appropriate in both scale and design, does not present any neighbour amenity issues and is therefore an acceptable proposal.

## **12. RECOMMENDATION:** Approve, subject to the following conditions -

1. The development hereby permitted shall be carried out in accordance with the following approved plans:

Signage Plan received on 28/01/2019

Location Plan received on 26/02/2019

REASON: For the avoidance of doubt and in the interests of proper planning.

2. No advertisement is to 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: As is required by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. 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 used for the purposes of security or surveillance or for measuring the speed of any vehicle.

REASON: As is required by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any advertisement 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: As is required by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

REASON: As is required by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: As is required by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.