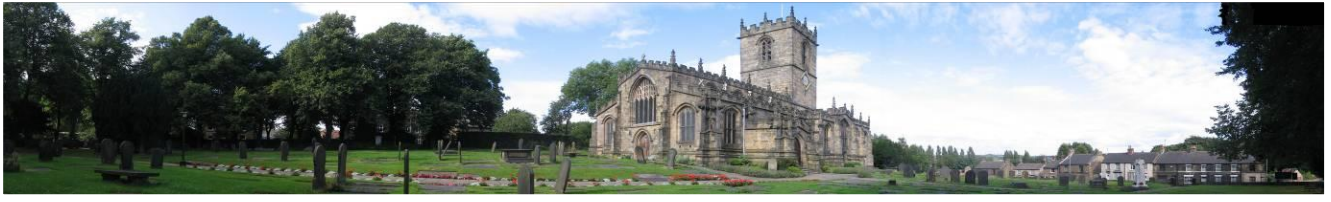


Ecclesfield Conservation and Local History Group



To: Planning Team - West and North, Sheffield City Council.

Dear Sir.

The Ecclesfield Conservation and Local History Group wish to object to Application...

14/03026/ADV | Retention of a non-illuminated fascia name sign | P. Bennett Butchers 1
Priory Road Ecclesfield Sheffield S35 9XY

We also bring the lower sign to the attention of the Council, so that they can consider whether retrospective planning permission is also needed for that. The SCC might also consider both signs against the “Control of Advertisement Regulations 2007”.

The decision to object to this planning application was made at our open meeting of 23rd September 2014. This followed our receipt of complaints from the occupiers of three neighbouring properties, and our seeing an SCC notice of planning application advising us that the “DEVELOPMENT AFFECTS THE CHANGACTER OF A CONSERVATION AREA”.

A photograph of the development follows ...



We think that each of the following require the Council to issue a rejection ...

- 1) Each the three parts of the name sign are excessively large, both in width and in area.
- 2) The total width of the three parts is excessive, as is their total area.
- 3) The use of bright pink as a background colour for all the signs is not in keeping with the other signs in the Conservation Area.
- 4) The large size, bright white colour, and modern font of the “pinks” lettering on the right hand sign is not in keeping with a Conservation Area.
- 5) We suggest that the way in which the £699 sign blocks the central window makes us think that this should be considered under planning law in the same way as the other sign.

In addition to the above planning objections, we suggest that SCC consider these signs in light of the “Control of Advertisement Regulations 2007”. To that end, we make the following further points...

- 6) The three parts of the name sign are at separate angles, and should be considered as separate signs. However, since there is only one door to the shop, the number of signs is greater than allowed.
- 7) The central portion of the banner is in a wall with no shop window in it. We therefore suggest that the Council consider whether any sign can be allowed on that wall.
- 8) The two large panels underneath the name sign appear to be advertising signs, in which case they cannot benefit from the exemptions for name signs. Furthermore, the two individual panels appear as one, so we suggest that they be considered as such and their areas added together and tested against the legislation.

One reason for the high strength of local feeling about these signs should be mentioned. This is the very sensitive nature of the part of the Conservation area which the occupier has chosen to move to. Not only is the shop in the centre of the Ecclesfield Conservation Area, and the shop front a prominent part of a well-trafficked road junction, but it also impinges on views of St. Mary’s Church. This is one of only 5 grade-one listed buildings in Sheffield, and is regularly used and photographed by wedding parties and at other events at the Church.

Yours faithfully,

Jim Percival

Secretary

Ecclesfield Conservation and Local History Group

<http://conservation.ecclesfieldgroups.com>