

**Planning Committee**

**30/11/2006**

**Report of Head of Planning and Strategic Transportation**

APPLICATION No. - AD/7154

Description of Development - Continued display of various signage including wall mounted internally illuminated fascia sign and both illuminated and non illuminated freestanding signs

Site - The Woodlands School and Sports College Broad Lane

Applicant - Powerleague Group Ltd

Ward - Woodlands

**INTRODUCTION**

- The purpose of this report is to consider the above application.

**RECOMMENDATION**

- Planning Committee are recommended to grant advertisement consent subject to the conditions set out in the schedule.

**DESCRIPTION OF APPLICATION SITE**

- The site is Woodlands School, which is a collection of Grade II Listed Buildings to the south of Broad Lane.
- The entrance to the site is opposite Farcroft Avenue.
- There are residential properties to the north of Broad Lane and the playing fields to the south of the buildings are designated as Green Belt.
- The site is screened to its northern boundary by mature trees.
- An area of car parking is located to the north of the school buildings.
- Football pitches situated to the east of the main school buildings are used by Powerleague at evenings and on weekends.
- Woodlands school has an externally illuminated sign at the main entrance to the site from Broad Lane.

## **PROPOSAL**

- Continued display of various signage including wall mounted internally illuminated fascia sign and both illuminated and non illuminated freestanding signs
- It is proposed to retain two internally illuminated box signs above the entrance to the single storey changing area building for Powerleague competitors. These signs are made of black acrylic with the Powerleague logo on. They measure 2m x 0.8m and 3.8m x 1m and are situated beneath the canopy to the building.
- A freestanding post-mounted sign is sited inside the site adjacent to the parking area. This sign is constructed of plastic with no illumination. It is 1.2m x 0.9m on a pole and 3m high
- Another plastic freestanding sign (referred to as Sign 3) is positioned at the entrance of the site, adjacent to the Woodlands school signage. This sign is internally illuminated and measures 1.4m width x 0.9m in depth and is a parallelogram shape. It is balanced on a post and 4.5m high.
- Illumination levels are 180 candelas per sq.m

## **RELEVANT PLANNING HISTORY**

- AD/7121 - Installation of various signage including externally illuminated freestanding monolithic signs and various internally illuminated signs – Withdrawn following negotiations and has now been substituted by this application

## **DEVELOPMENT PLAN POLICIES**

- CDP; AM1, BE11, BE17, EM5, EM8
- PPG;

## **STATUTORY CONSULTATION RESPONSES**

- None

## **PUBLIC RESPONSES**

- Notification letters were sent to Nos.1, 2, 5, 6, 7 and 8 Farcroft Avenue and Nos.824-864 (evens), 858a, 880-914 (evens), 920-942 (evens), flat 912 and flat 914 Broad Lane.
- A site notice was posted on 25<sup>th</sup> October 2006.
- Representations have been received from the occupiers of Nos.790, 804, 844 and 848 Broad Lane and 16 Farcroft Avenue objecting to the proposal for the following reasons:-
  - Sign 3 acts as a distraction to passing motorists on Broad Lane at its junction with Farcroft Avenue and also the entrance to the school
  - Sign 3 acts as a distraction to motorists driving along Farcroft Avenue and turning right onto Broad Lane
  - Sign 3 acts as a distraction to motorists at the junction of Farcroft Avenue and Stonebury Avenue.
  - Sign 3 is visually intrusive and detracts from the setting of the listed school buildings
  - Sign 3 has a high level of brightness which causes glare to passing motorists

- Sign 3 currently causes light pollution for neighbours
- Sign 3 is too high and adds to visual clutter at the school entrance, given the unsympathetic mismatch of shape, size, font and style
- The signage can be seen beyond the confines of the school grounds and appears to be in contravention of PPG19 (advertisements in Conservation Areas)
- The existing school signs do not appear to have consent.
- The signs do not fit in with the residential area in which they are situated.
- Cllr Johnson objects to sign 3 as it is visually intrusive, too high and produces light pollution for neighbouring residents.

## **ISSUES**

- Policy AM1 promotes the safe movement of people through the City.
- Policy EM5 seeks to protect neighbouring occupiers from light pollution and Policy EM8 states that development proposals, which incorporate external lighting, will have regard to nuisance to road users and harm to the amenity of the area.
- Policy BE11 states that development which affects the setting of a listed building will only be permitted if there will not be any detrimental impact upon the character and appearance or setting of the building.
- Policy BE17 states that outdoor adverts will be controlled in order to safeguard amenity and public safety.
- As this application is for advertisement consent, it should be determined having regard to amenity and public safety, with the contents of your CDP being material considerations.
- The sports centre building, which houses the changing rooms for Powerleague users, is not a Listed Building. As such, I consider that the modern design of the 2 signs above the entrance does not detract from the character and appearance of the site generally and of this building in particular, which has a modern appearance.
- I also consider the pole mounted advert adjacent to the car parking area is also acceptable as it is a central location down the access driveway into the site, is fairly unobtrusive and without illumination.
- The advert (sign 3) at the entrance to the school is an unusual shape (parallelogram), is internally illuminated and is located adjacent to the externally illuminated entrance sign for Woodlands school. The letters of objection that have been received are regarding this sign. They are from residents of Broad Lane and Farcroft Avenue, who are concerned about both amenity and highway safety.
- I consider the merits of this particular sign to be finely balanced. The sign is in a prominent location and is of an unusual shape. It is located next to the main school entrance sign. However, given it's modest dimensions I consider, on balance, that the sign does not significantly detract from the amenity of the area by way of light pollution, or affect the setting of the listed buildings (which are located some 60m away) or result in significant visual clutter.
- I also consider that highway safety is not significantly harmed by the signs within the site, or by sign 3. As sign 3 is not especially large; does not

contain flashing illumination and can be easily assimilated by passing motorists, I do not consider it would result in harm.

- The levels of illumination of the signage are 180 candelas/sq.m, which are below the recommended local authority maximum levels of 350 candelas/sq.m

## **CONCLUSION**

- In view of its impact on the amenity of the area and public safety the signs accords with development plan policies and supplementary planning guidelines and I therefore recommend that advertisement consent be granted subject to the conditions stated.

## **SCHEDULE**

Condition(s)

- 1. The signs shall not be illuminated by intermittent or flashing lighting.**
- 2. The intensity of illumination emitted from the signs shall not exceed 350 candelas/sq.m.**

Reason(s)

- 1. To ensure that the display does not cause distraction to drivers of vehicles along this traffic route, in the interests of road safety in accordance with Policies AM1, EM5, EM8 & BE17 of the Coventry Development Plan 2001.**
- 2. To ensure that the display does not cause distraction to drivers of vehicles along this traffic route, in the interests of road safety in accordance with Policies AM1, EM5, EM8 & BE17 of the Coventry Development Plan 2001.**

## **LIST OF BACKGROUND PAPERS**

PROPER OFFICER: Head of Planning and Strategic Transportation

AUTHOR: Richard Sykes – Group Leader (024) 7683 1224

PAPERS OPEN TO PUBLIC INSPECTION (all at City Development Directorate, Civic Centre 4, Much Park Street)

Planning Application File: AD/7154

Coventry Development Plan 2001

Regional Planning Guidance for the West Midlands, RPG11, June 2004

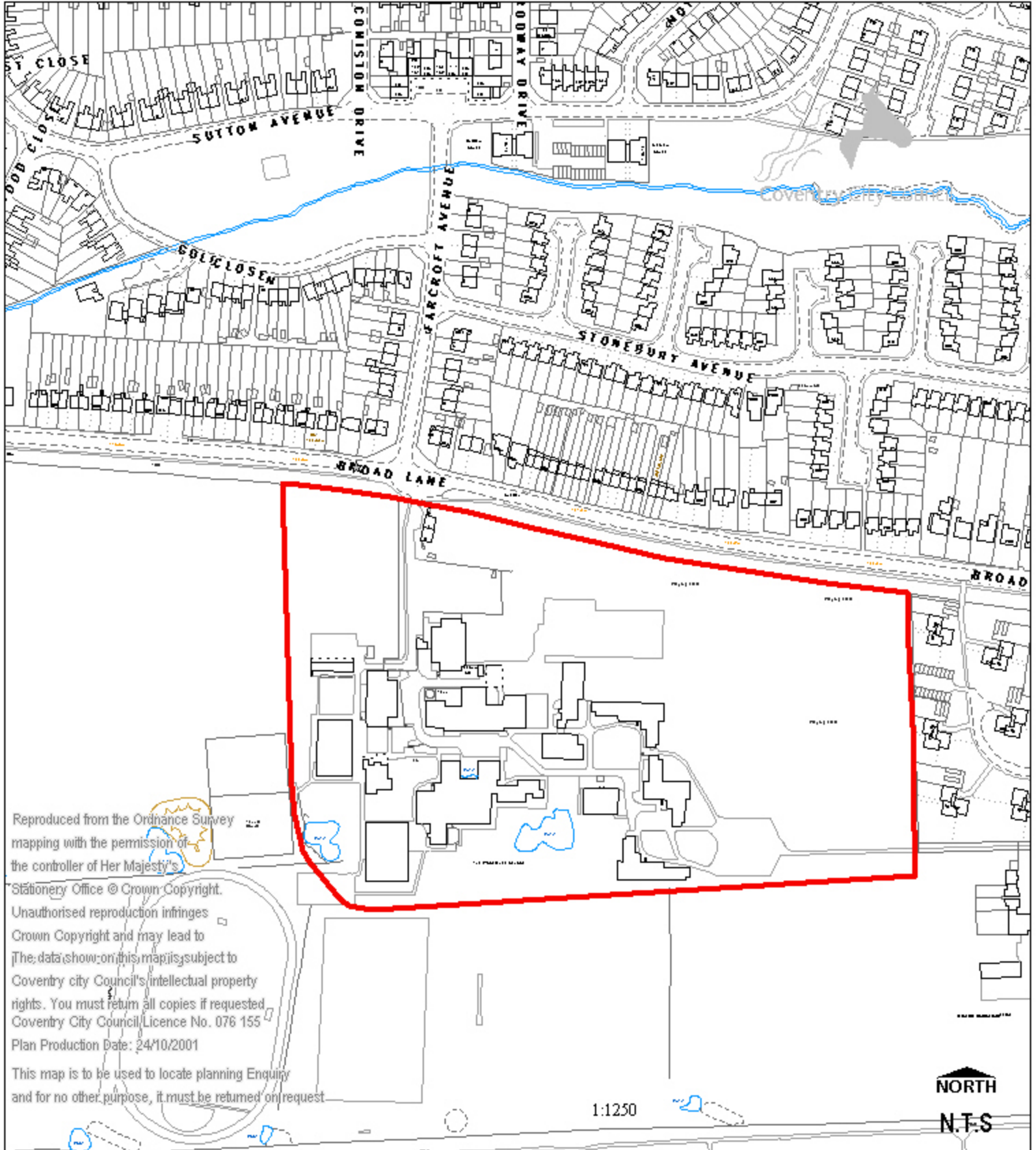
CASE OFFICER : Nigel Smith

R/2006/2136



**Application Site**

**City Development Directorate** Development Regulations



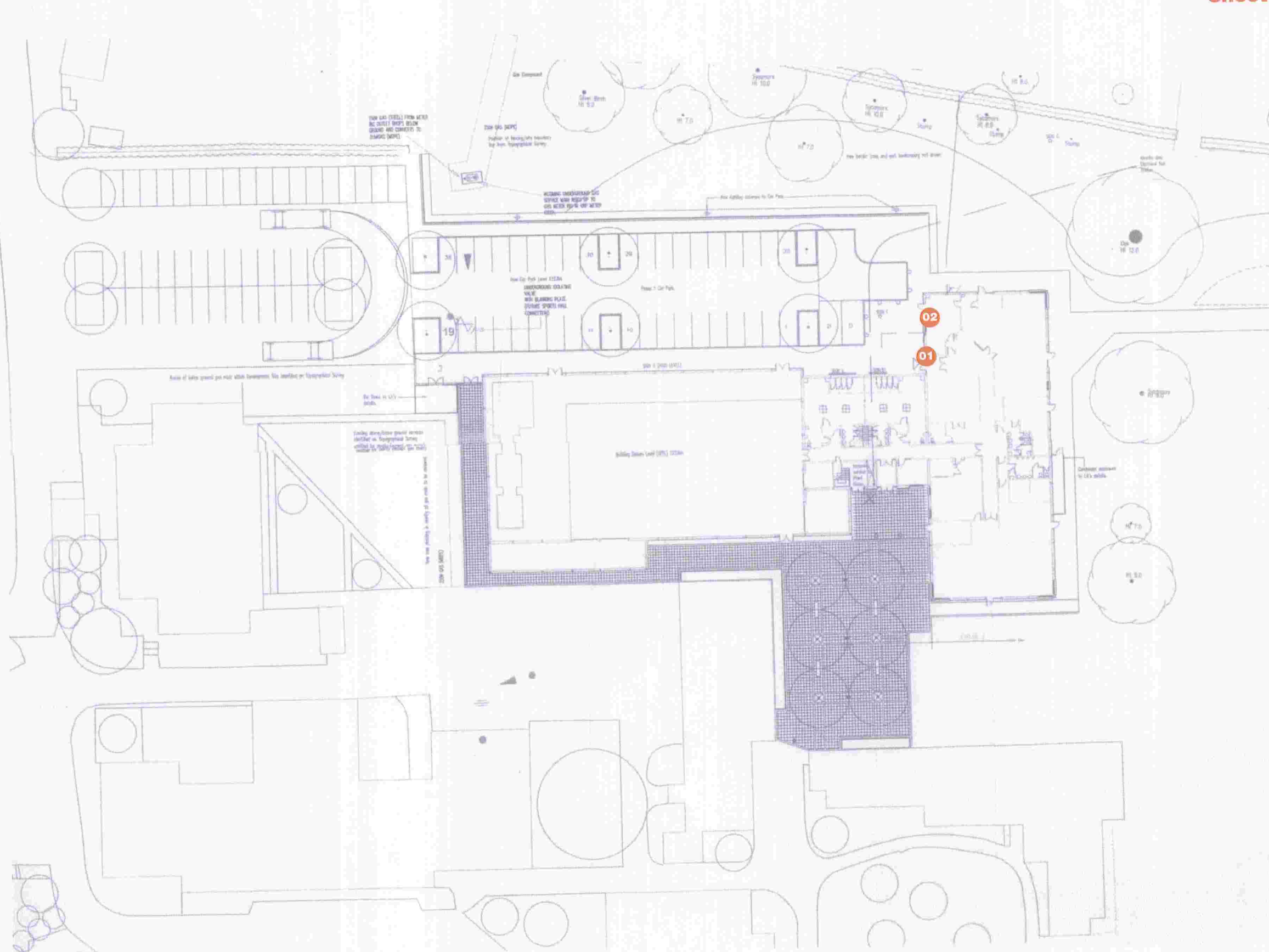
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1:1250

**NORTH**  
**N.T.S**



Power League,  
**Woodlands School & Sports College**  
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Job no. 48398 date drawn 25 09 06

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Secondary text - Arial MT Extra Bold

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**ITEM 03 (Qty 1)**

Internally illuminated, single sided post mounted sign with single sided display.

Scale 1:20

illumination Hot cathode tubes.

Bracket work Mild steel post.

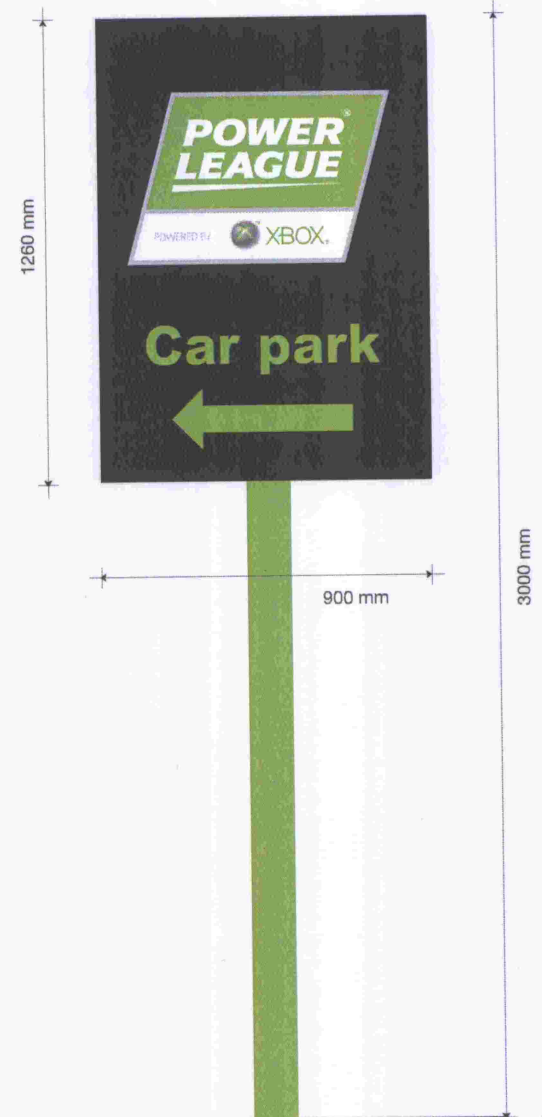
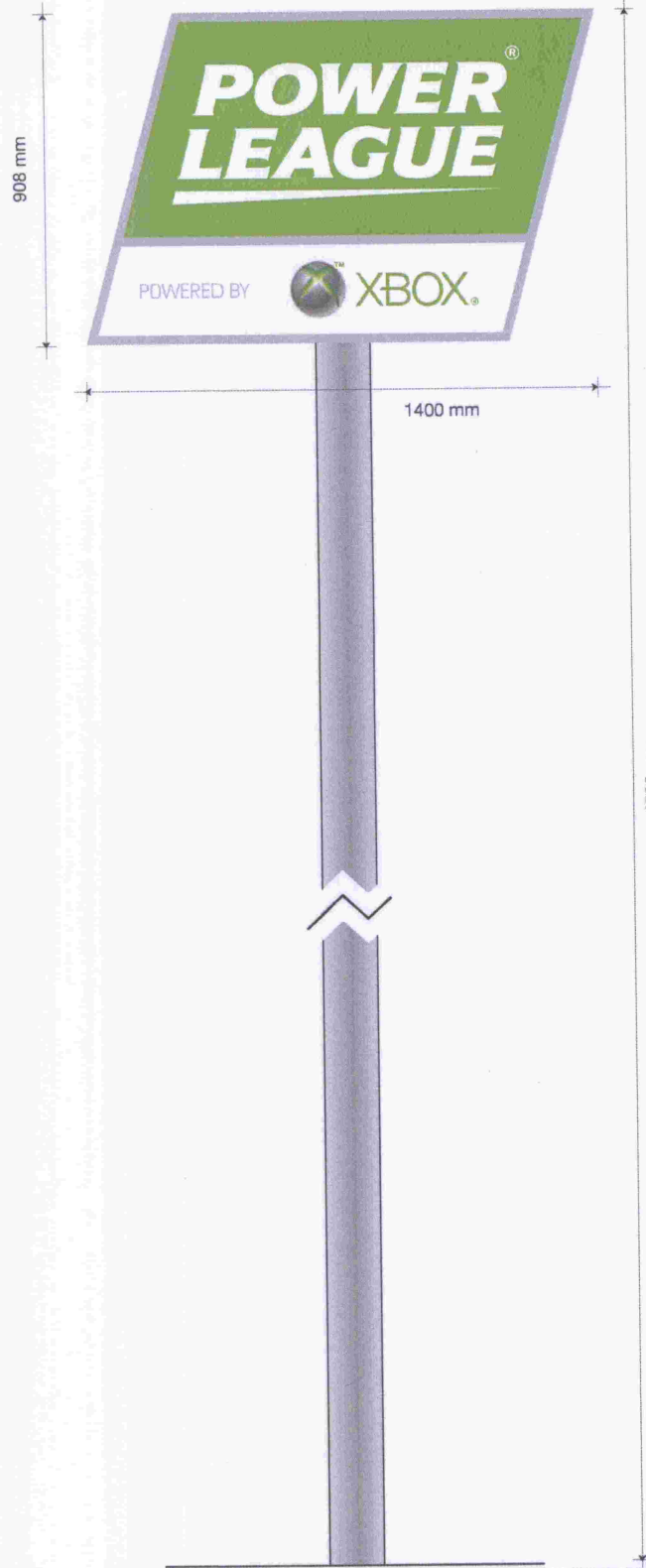
**ITEM 04 (Qty 1)**

Non illuminated, single sided post mounted sign with single sided display.

Scale 1:20

illumination N/A

Bracket work Mild steel post.



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