

Planning Committee Report	
Planning Ref:	ADV/2017/2723
Site:	Unit 1 Brade Drive, CV2 2QQ
Ward:	Henley
Applicant:	Mr L Whalley, Frodsham Sign and Display Ltd
Proposal:	Proposed installation of replacement signage comprising of 3 x internally illuminated fascia's, 1 non-illuminated fascia and 1 freestanding sign. Installation of new signage comprising of 4 internally illuminated fascia's, 1 non-illuminated poster and 2 freestanding direction signs (part retrospective)
Case Officer:	Pooja Kumar

SUMMARY

The advertisement application seeks consent for the installation of replacement and new signage for the existing Gala Bingo site at Walsgrave Retail Park. The signage proposed is in line with a nationwide upgrade of Gala Bingo signs. The new signage is located within to the front (north-east elevation of the existing building, with replacement signs proposed to the north-west and south-west elevations of the building.

BACKGROUND

The application was originally submitted in October 2017 following the receipt of a complaint from a local resident of the installation of replacement signage. The application was made invalid following an Officer's site visit which identified that not all of the signage was included in the original submission. The application was re-validated in January 2018 and is now before the committee following two periods of consultations.

The wider site was developed in the late 1980's and has remained in the same use ever since. The residential development to the south of the site was approved at a similar time to the application site.

KEY FACTS

Reason for report to committee:	Representations from more than 5 properties
Current use of site:	Assembly and Leisure Use Class D2

RECOMMENDATION

Planning committee are recommended to grant advertisement consent subject to conditions.

REASON FOR DECISION

- The proposal is acceptable in principle.
- The proposal will not adversely impact upon highway safety.
- The proposal will not adversely impact upon the amenity.
- The proposal accords with Policies: DE1 and R3 of the Coventry Local Plan 2016, together with the aims of the NPPF.

BACKGROUND

APPLICATION PROPOSAL

The proposal seeks retrospective consent for the installation of the following signage:

- 1 x replacement internally illuminated fascia sign to the front elevation (A)
- 1 x replacement internally illuminated fascia sign to the front elevation (B)
- 1 x new internally illuminated fascia sign to the front elevation (C)
- 1 x replacement internally illuminated fascia sign to the front elevation (D)
- 1 x new internally illuminated fascia adjacent to the access door on the front elevation (E)
- 1 x new internally illuminated fascia above the entrance (F)
- 1 x new non-illuminated poster mounted on poles adjacent to the vehicular access (G)
- 1 x new non illuminated freestanding directional sign adjacent to the vehicular access at the car park (H)
- 1 x replacement internally illuminated fascia to the side elevation (I)
- 1 x new non-illuminated freestanding sign adjacent to the roundabout for Asda (J)
- 1 x replacement non-illuminated sign on the freestanding board at the entrance of Brade Drive (K)
- 1 x replacement non-illuminated fascia sign on the rear elevation of the building (L)

SITE DESCRIPTION

The site comprises a detached large industrial building, externally finished with part brick and part blue corrugated metal above with car parking to the north-east. The building has windows only at the ground level with the brick surrounding and the main entrance for users of the site is from the north-east elevation.

The site is accessed by vehicle to the north of the site, through the access road into the Asda Superstore. There are a number pedestrian footpaths which lead into the site from the south and north. There is a significant amount of mature landscaping along the site's north and western boundaries which screen much of the building from Brade Drive.

PLANNING HISTORY

There have been a number of historic planning applications on this site; the following is the original application for the site and advertisement consent:

Application Number	Description of Development	Decision and Date
S/1984/0860	Two retail stores and associated parking, landscaping and road works	Approved 17/07/1984
L/1998/1595	Display of internally illuminated fascia signs	Approved 23/12/1998
R/2002/0912	Display of internally illuminated signs	Withdrawn 26/01/2010

POLICY

National Policy Guidance

National Planning Policy Framework (NPPF). The NPPF published in March 2012 sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that is relevant, proportionate and necessary to do so. The NPPF promotes sustainable development and good design is recognised as a key aspect of this.

The National Planning Practice Guidance (NPPG) 2014, this adds further context to the NPPF and it is intended that the two documents are read together.

Local Policy Guidance

The current local policy is provided within the Coventry Local Plan 2016, which was adopted by Coventry City Council on 6th December 2017. Relevant policy relating to this application is:

Policy DS1: Overall Development Needs

Policy DS3: Sustainable Development Policy

Policy DE1: Ensuring High Quality Design

Policy R3: The Network of Centres

Supplementary Planning Guidance/ Documents (SPG/ SPD):

SPD Delivering a More Sustainable City

CONSULTATION

No Objections received from:

- CCC Highways

Immediate neighbours and local councillors have been notified; a site notice was posted on 18th January 2018 and a further site notice was posted on 19th January at the junction of Brade Drive and Lismore Croft.

5 letters of objection have been received, raising the following material planning considerations:

- a) Impact from the illumination;
- b) Discrepancies within the application form and plans;
- c) Incorrect neighbour consultation;
- d) The applicant has repeatedly erected signage without consent;
- e) Some signage does not have permission and,
- f) Lack of transparency.

Within the letters received the following non-material planning considerations were raised, these cannot be given due consideration in the planning process:

- g) Signs are unnecessary;
- h) More signs at the Asda entrance would be better

Any further comments received will be reported within late representations.

APPRAISAL

The main issues in determining this application are the impact on public safety and amenity.

Principle of development

The NPPF places emphasis on good design and control over advertisements. Paragraph 67 states that the control of Local Planning Authority's on advertisements relates to the "interests of amenity and public safety, taking account of cumulative impacts".

The site is located within a designated centre and therefore the principle of signage is considered acceptable subject to the details being appropriate in all other respect.

Impact on visual amenity

Policy DE1 of the Local Plan seeks to ensure high quality design and development proposals must respect and enhance their surroundings and positively contribute towards the local identity and character of an area. Paragraph 17 of the NPPF requires that planning should always seek to secure high quality design and a good standard of amenity for all existing

and future occupants of land and buildings. The NPPG provides detailed guidance for advertisements; it states that amenity and public safety are the main considerations for applications for advertisement consent.

The application site is part of Walsgrave Retail Park comprising of a large Asda Superstore and associated fuel station with a restaurant and public house surrounded by residential dwellings to the south and Cross Point Retail Park to the north. As such, the site and its wider surroundings are established retail centres which have a number of different signs as part and parcel of the character and appearance of the area.

In respect of amenity, both visual and aural, the replacement signage is considered to be acceptable. The replacement signage would be of a comparable size to existing signs and same level of illumination as existing signs and therefore adverts are already part and parcel of the local character and appearance of the site and immediate area. Sign 'L' and 'I' are two signs which have been subject to concerns from local residents in respect of visual amenity due to their illumination. Both signs are replacement signs and only sign 'I' on the north-west elevation of the building on site would be illuminated. Sign 'L' would not be illuminated which is the same as the existing signage.

The new signage is mainly located along the buildings' north-east elevation which faces the site's car park. The signage is mixed in respect of size and illumination. It is considered that the proposed signs would not result in any harm in respect of amenity as it would only be visible to those who use the site and the parking facilities. The new signage would be appropriately located in order not to clutter the visual appearance of the site from anywhere outside of the site.

Two new signs are proposed to be located adjacent to access roads. These signs are functional in their placement and appearance in order to guide people to the car park and entrance to the site.

Overall in respect of character and appearance the proposed signage is considered to be well positioned and designed in order to reflect the use of the building whilst also providing a functional role in directing people. The signage is considered to be of an appropriate size and scale and the concentration of illuminated and new signage to the north-east elevation of the building would minimise any visual harm to the amenity of the local area. Therefore the proposed signage is considered to be in accordance with the NPPF, NPPG and Coventry Local Plan policies R3 and DE1.

Impact on residential amenity

Paragraph 17 of the NPPF seeks to protect the amenities of all existing and future occupants of land and buildings. This is also a main consideration in respect of advertisements.

A number of concerns have been raised in respect of residential amenity from the level of illumination and signs. The only sign which would face directly towards residential properties is sign 'L' which is a replacement fascia sign and would face the side elevation of properties along Shuna Croft and The Kintyre. Although sign 'L' is larger than the one it replaces, it would not be illuminated.

Occupiers of properties along Turlands Close have raised objections in respect of the illumination of sign "I", however the existing sign is also illuminated. The sign would not directly face the rear elevation of the residential properties along Turlands Close, but would

be visible from first floor windows. In consideration that the sign is a replacement it is not considered that there would be any harm from the proposed sign.

The other signs are located along the site's front (North West) elevation which do not directly face any residential properties and there would be no harm to the residential amenity of nearby residents. In respect of neighbour amenity and illumination a standard condition for illumination is included to ensure no harm.

Highway considerations

Applications for advertisement consent must be considered in respect of their impact on users of adjacent highways, including both pedestrians and vehicle users. The Local Highways Authority have considered the proposed signage and have raised no objection. The proposed signs are considered to be well positioned in order not to raise any concerns in respect of highway safety.

Other matters

Comments regarding the transparency of the application and details on the application form have been raised by local residents. With regard to the original submission and that not all of the signage was included on the original application. This has been resolved as officer's made the application invalid after noting the discrepancies following a site visit and receipt of neighbour consultation responses. The application was made valid in January following the submission of revised plans. With regard to the concerns regarding applicant details and that Gala Bingo have not included themselves as the applicants. The applicant details are recorded on the application form and for the purposes of validation and determination of the application are acceptable. In respect of transparency all current and superseded application details are displayed on the website and consultation has been carried out in accordance with the statutory requirements.

Concerns over some of the signs not having permission have been raised by local residents also. The only permission on the Council's records relate to planning reference L/1998/1595 which is a historic application. It is acknowledged that over the years some of the signs may have been erected without advertisement consent, however through the passage of time these signs would be deemed to have permission if they have been in place for over 10 years.

Conclusion

The signage is considered to be acceptable in principle and will not result in any significant impact upon amenity or public safety subject to standard conditions. The proposal is in accordance with: Policies R3 and DE1 of the Coventry Local Plan 2016, together with the aims of the NPPF.

CONDITIONS/REASON

1. A] 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.

B] No advertisement shall be sited or displayed so as

- i. Endanger persons using the highway, railway, waterway, dock harbour or aerodrome (civil or military);
- ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of a vehicle

C] Any advertisements 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.

D] 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.

E] 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.

F] The consent shall remain valid for a period of 5 years from the date of consent in compliance with Paragraph 7(b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The development hereby permitted shall be carried out in accordance with the following approved documents Site Location Rev V8; Proposed Site View Rev V8; Cross Section Rev V8; Proposed Site Signage V8; Signage Detail Rev V8; Proposed Banners Rev V8; External Elevation Rev V8; Elevations Rev V8; Site Plan Rev V8 and; Signage Details.

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

3. The intensity of illumination emitted from the sign(s) shall not exceed the maximum illumination standards as outlined within the Institution of Lighting Engineers Technical Report No.5 (Third Edition - 2001) and the sign(s) shall not be illuminated by intermittent or flashing lighting.

Reason: *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 AC1, AC3 and EM1 of the Coventry Local Plan 2016.*

[Coventry Walsgrave Gala V9 Planning 2](#)

[Coventry Walsgrave Gala V9 Planning 3](#)

[Coventry Walsgrave Gala V9 Planning 4](#)

[Coventry Walsgrave Gala V9 Planning 5](#)

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