

**ITEM NO:**

Application No.

**16/01185/A**

Site Address:

Ward:

Crowthorne

Date Registered:

1 December 2016

Target Decision Date:

26 January 2017

**Manhattan House 140 High Street Crowthorne  
Berkshire RG45 7AY**

Proposal:

**Display of 1no. internally illuminated aluminium fascia sign.**

Applicant:

Lloyds Pharmacy

Agent:

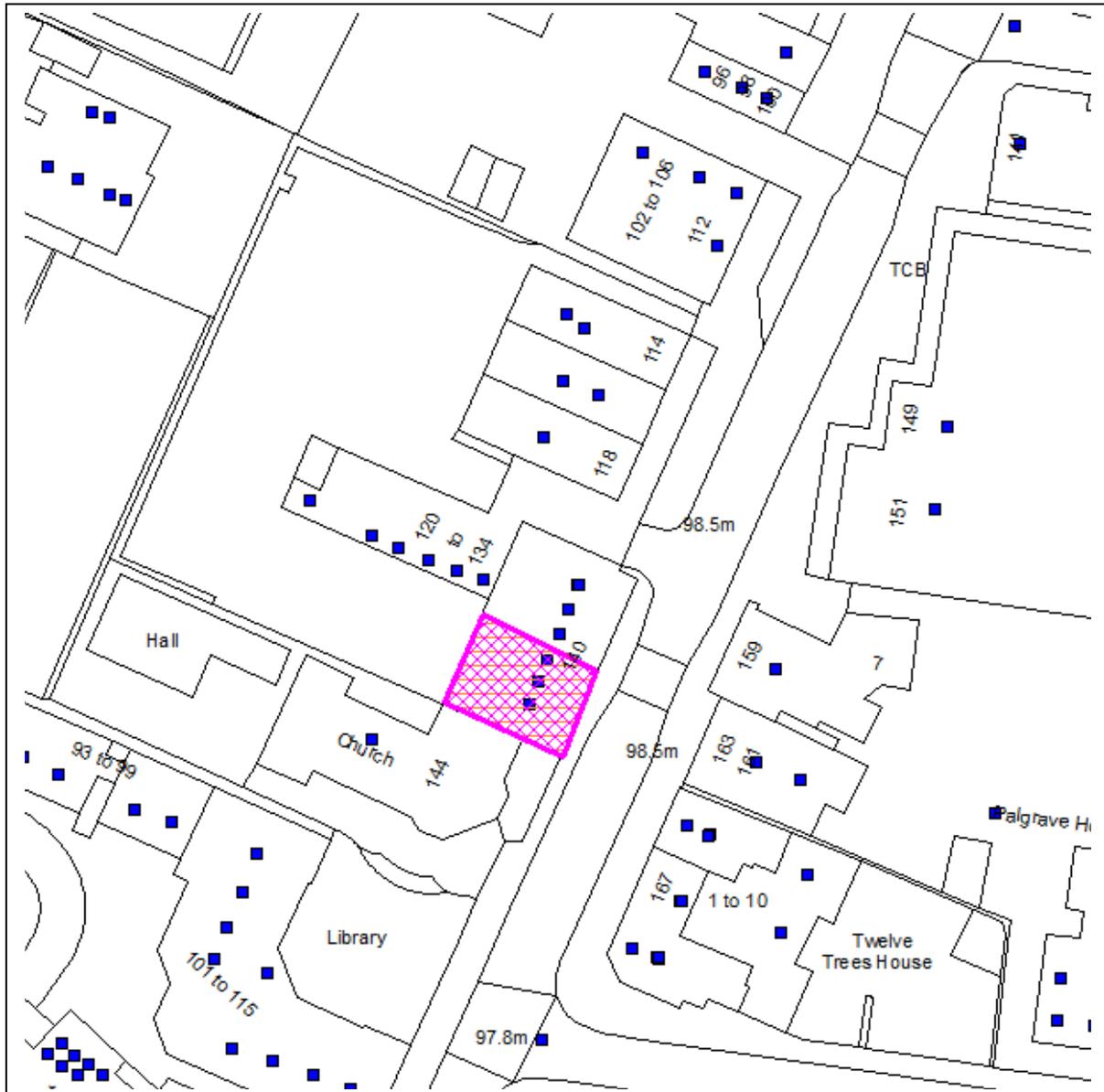
Mrs Deborah Pitt

Case Officer:

Katie Walker, 01344 352000

[development.control@bracknell-forest.gov.uk](mailto:development.control@bracknell-forest.gov.uk)

**Site Location Plan** (for identification purposes only, not to scale)



## **OFFICER REPORT**

### **1. SUMMARY**

1.1 The proposal is for the retrospective display of one internally illuminated fascia sign advertising 'Lloyds Pharmacy' on the side elevation of Manhattan House on High Street, Crowthorne.

1.2 The proposed development relates to a site within the settlement boundary and is therefore acceptable in principle. It would not adversely affect the amenities of the area. The proposals would be acceptable in terms of public safety.

<b>RECOMMENDATION</b>
Advertisement consent be granted subject to conditions in Section 11 of this report.

### **2. REASON FOR REPORTING APPLICATION TO COMMITTEE**

2.1 The application has been reported to the Planning Committee following the receipt of more than 5 objections.

### **3. PLANNING STATUS AND SITE DESCRIPTION**

<b>PLANNING STATUS</b>
Within settlement boundary

3.2 The Manhattan House is a three storey former office building which has planning permission for 2 A3 units at ground floor and prior approval for flats to the first and second floors. Two internally illuminated fascia signs of similar appearance and a projecting sign were approved on the front elevation of the building in June 2016 (ref: 16/00377/A).

3.3 The site is within Crowthorne Village Centre.

### **4. RELEVANT SITE HISTORY**

4.1 The following planning history is relevant to the application:

602843: Erection of a parade of three shops with eight flats above - adjoining self-contained three storey office block – approved 1978.

12/00870/FUL: Change of use of ground floor from B1(Business) to form 3 x A1 retail units including new shopfront – approved 2013.

14/00919/PAC: Application for Prior Approval for the change of use from Class B1(a) (Office) to Class C3 (Residential) providing 15x 1 Bed Flats – approved 2014.

16/00038/FUL: Section 73 application to vary of condition 2 (amended plans) of planning permission 12/00870/FUL for the change of use of ground floor from B1(Business) to form 3 x A1 retail units including new shop fronts [for clarification this application is for the formation of 2 retail units as opposed to 3 with associated alterations] – approved 2016.

16/00377/A: Installation of 2 no. internally illuminated fascia and 1 no. internally illuminated projecting sign – approved 2016.

## 5. THE PROPOSAL

5.1 The application is retrospective, for the display of one internally illuminated fascia sign on the side elevation of Manhattan House on Crowthorne High Street. It is rectangular, measuring 2.5 metres long, 0.45 metres tall and 11 cms deep. It is positioned at a height of 2.72 metres from ground level. It is aluminium with acrylic text and has a white background, with green lettering reading 'Lloyds Pharmacy'. The maximum letter height is 23 cms. The sign is illuminated to the edge of the letters only by LED.



Side Elevation

## 6. REPRESENTATIONS RECEIVED

### Parish Council

6.1 Crowthorne Parish Council recommended approval of the application.

### Other Letters of Representation

6.2 Ten letters of objection were received from eight households. The issues raised can be summarised as follows:

- Sign overhangs boundary of shop building and over Crowthorne Baptist Church Land [*Officer note: this is a civil matter*];
- It appears not to conform to Class 2B of Government Guidance as there is no entrance on this side of the building [*Officer note: this relates to adverts than can be erected through 'deemed consent', i.e. without permission. As advertisement consent has been applied for, this is not relevant*].;
- It appears not to conform to Class 5 as it is displayed on a wall which does not include a shop window [*Officer note: this relates to adverts than can be erected*

*through 'deemed consent', i.e. without permission. As advertisement consent has been applied for, this is not relevant].*

- Sign is overbearing and takes the commercial element into the non commercial setting of the town square/library;
- Detrimental impact on setting of Baptist Church;
- Dangerous location;
- Too bright;
- Not in keeping with the rest of the High Street;
- Overbearing and visually intrusive;
- Sign is too large.

## **7. SUMMARY OF CONSULTATION RESPONSES**

7.1 The following consultees have provided comments on the application, summarised below and within the report:

Transportation Officer:

7.2 No objection.

## **8. MAIN POLICIES AND OTHER DOCUMENTS RELEVANT TO THE DECISION**

8.1 The primary strategic planning considerations applying to the site and the associated policies are:

	<b>Development Plan</b>	<b>NPPF</b>
Design	CS7 of CSDPD, Saved policy EN20 of BFBLP	Consistent
Parking	Saved policy M9 of BFBLP	Consistent
Lighting	Brightness of Illuminated Advertisements" by the Institution of Lighting Engineers.	Consistent

## **9. PLANNING CONSIDERATIONS**

9.1 When considering advertisement consent application, the only two issues that can be taken into account are::

- i Impact on amenity; and
- ii Impact on public safety.

### **i. IMPACT ON AMENITY**

9.2 Regulation 3 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended) states that applications for advertisement consent should be assessed in respect of factors relevant to amenity, including the general characteristics of the locality.

9.3 'Saved' policy EN20 of the BFBLP states that development (and by extension to this, proposed advertisements) will be in sympathy with the appearance and character of the local environment. Policy CS7 of the CSDPD states that the council will require high quality design for all development in Bracknell Forest. Development proposals will be permitted which build on the urban local character, respecting local patterns of development. This is consistent with para 67 of the NPPF, which states that poorly placed adverts can have a negative impact on the appearance of the built and natural environment.

9.4 Two fascia signs, of the same size and design, were approved on the front of the building in June 2016, which are now in place. When viewed from the south, the sign is seen in context of the other signs along the high street. In particular, the Co-operative, diagonally opposite Manhattan House, has a long, green fascia side spanning the entirety of the length of the shop front. Manhattan House is also physically joined to the shops to the north of it, which have visible signs underneath the colonade, adjacent to which is a costa coffee with the usual red costa signage. The proposed signage is therefore appropriate to and in keeping with both the existing signage and the general character and appearance of the High Street.

9.5 The sign is located on the southern elevation of the building, next to the church. It is not, however, considered that the sign significantly alters the character of this part of the High Street due to the existing signage on Manhattan House and elsewhere on this part of the High Street.

9.6 The sign is illuminated by LED only, to the edges of the letters, to a level of 100cd/m. In accordance with the recommendations made in the document "Brightness of Illuminated Advertisements" by the Institution of Lighting Engineers, signage which is up to 10sqm should not exceed a maximum illumination of 800cd/m in areas defined as medium district brightness areas (defined as small town centres, urban locations) which this site would be. As such the proposed level of illumination is acceptable and would not have an adverse impact on the church. In addition, due to its size, the sign is not unduly visually intrusive. As such, the sign would not be considered to have an adverse impact on amenity.

## **ii. IMPACT ON PUBLIC SAFETY**

9.7 Regulation 3 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended) states that applications for advertisement consent should be assessed in respect of factors relevant to public safety, including the safety of persons using any highway, railway etc.; whether the advertisement would obscure any sign or aid to navigation; or whether the advertisement would hinder the operation of any device used for the purpose of security or surveillance.

9.8 The sign does not overhang the highway and does not pose a risk to public safety.

## **10. CONCLUSIONS**

10.1 It is not considered that the proposed sign would result in an adverse impact on amenity or public safety. It is therefore considered that subject to the recommended conditions the proposed development complies with 'Saved' Policy EN20 of the BFBLP and Policy CS7 of the CSDPD as well as Regulation 3 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended). Therefore the application is recommended for conditional approval.

## **11. RECOMMENDATION**

to **APPROVE** the application subject to the standard 5 conditions, plus the following condition:-

01. The advertisement hereby granted consent shall be displayed in accordance with the following plans and other submitted details received by the Local Planning Authority on 1 December 2016:

Sign A side elevation

REASON: To ensure that the development is carried out only as approved by the Local Planning Authority.

Informative(s):

01. The advertisement appears to oversail on to property belonging to the adjacent church. The applicant should ensure that all relevant permissions are obtained from the landowner.