

Unrestricted Report

ITEM NO: 7

Application No.
13/00983/A
Site Address:

Ward:
Warfield Harvest Ride

Date Registered:
22 November 2013

Target Decision Date:
17 January 2014

**Tesco Stores Ltd 17 County Lane Warfield Bracknell
Berkshire RG42 3JP**

Proposal: **Display of wall mounted illuminated and non illuminated signage**

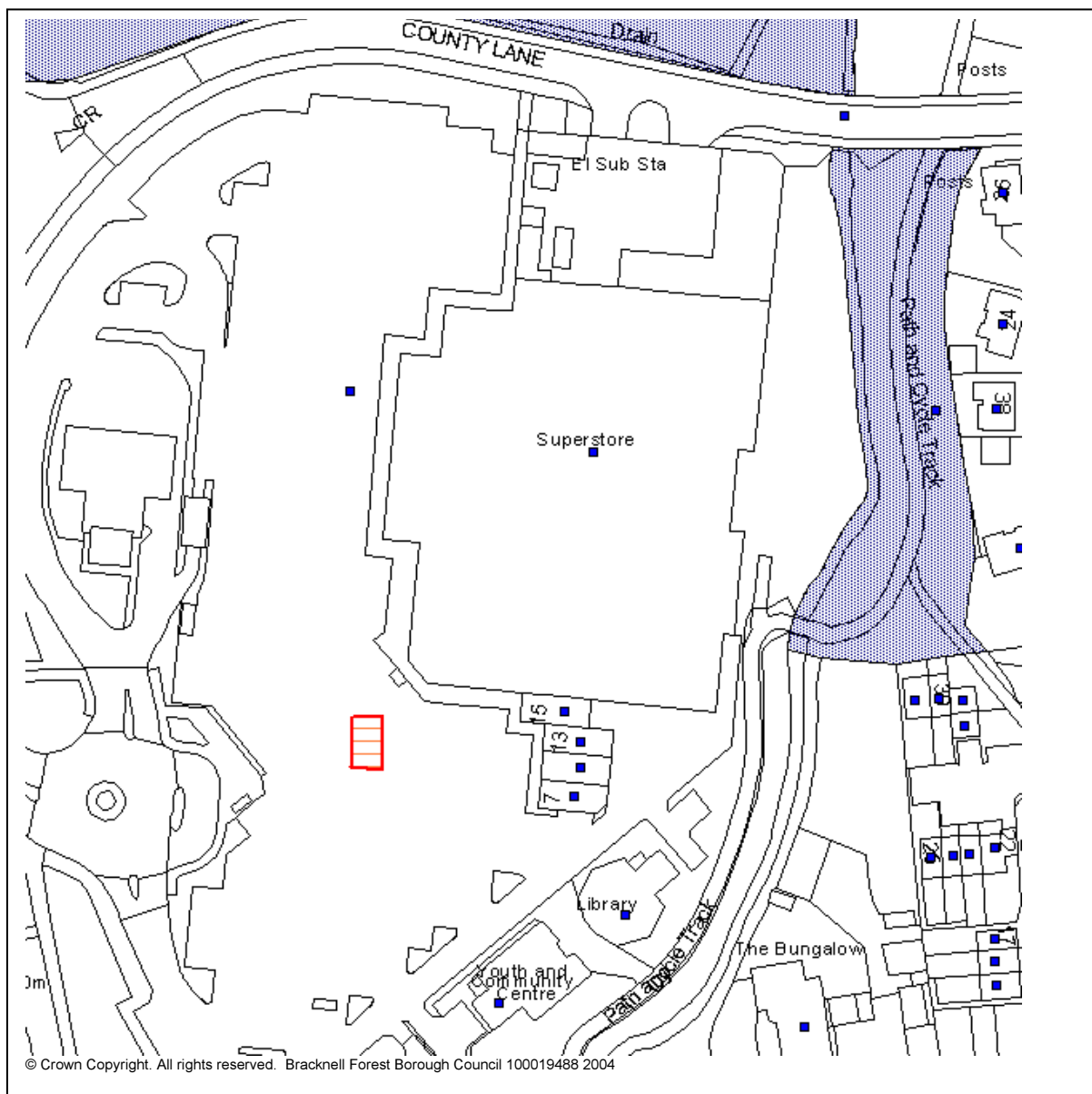
Applicant: Tesco Stores Ltd

Agent: Fuse 3

Case Officer: Michael Ruddock, 01344 352000

environment@bracknell-forest.gov.uk

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



OFFICER REPORT

1. REASON FOR REPORTING APPLICATION TO COMMITTEE

The application has been referred to the Planning Committee by Councillor Thompson due to concerns with regard to the impact on the development on the character and appearance of the area.

2. SITE DESCRIPTION

Tesco County Lane, Warfield lies within an established neighbourhood centre. The centre is served by a large car park and is surrounded on three sides by residential units.

3. RELEVANT SITE HISTORY

Application 617226 - Outline Application - Erection of a retail food store, 4 unit shops, petrol filling station, community facilities, car parking and access - APPROVED 1991

Application 623315 - Retention of part of the car park as additional recycling facility without compliance with condition 16 of planning permission 617226 - APPROVED 1997

Application 00/01055/FUL - Enlargement of store by erection of front, side and rear extensions (involving demolition of 2no. existing shop units) to provide an additional 1932 sq. m. gross external floorspace (yielding an additional 1429 sq. m. total net sales area), erection of 2no. shop units to side of existing, alterations to car park layout, cycle parking and associated works. Relocation of recycling facility to northern site boundary - APPROVED 2001

Application 02/00891/FUL - Section 73 application to allow alterations to approved car park layout (increasing the total number of spaces, including those for disabled persons and 'parent and child' spaces) without compliance with conditions 2, 6 and 9 of full planning permission 00/01055/FUL - APPROVED 2002

Application 12/00391/FUL - Change of use of nine parking spaces to a hand car wash and valeting operation including the erection of a canopy and installation of an office - REFUSED 2012. This application was refused for the reason that it was not demonstrated that the development would not result in an adverse impact on highway safety as a result of the loss of nine parking spaces.

4. THE PROPOSAL

The proposal is for the wall mounted illuminated and non-illuminated signage to be displayed on a pod to be located within the car park. Four illuminated fascia signs would be displayed, one on each elevation, with a width of 4.3m and a height of 0.8m. In addition two non-illuminated poster signs would be displayed on the side elevations, each with a height of 2.07m and a width of 1.65m.

A separate application has been made for full planning permission for the pod itself (ref. 13/00982/FUL) which will be determined alongside this application.

5. REPRESENTATIONS RECEIVED

Warfield Parish Council has made a comment which makes reference to its objection to the full application. The Parish Council has no objection to the signage, however the signs

cannot be displayed without the approval of associated full planning application 13/00982/FUL.

6. SUMMARY OF CONSULTATION RESPONSES

The Highway Authority has made comments in respect of the full application, but no comments in respect of the signage.

7. DEVELOPMENT PLAN AND LEGISLATION

The Development Plan for this Borough includes the following:

Site Allocations Local Plan 2013 (SALP)

'Retained' Policies of the South East Plan 2009 (SEP)

Core Strategy Development Plan Document 2008 (CSDPD)

'Saved' Policies of the Bracknell Forest Borough Local Plan 2002 (BFBLP)

Bracknell Forest Borough Policies Map 2013

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 is the statutory instrument regulating applications for advertisement consent.

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that applications for advertisement consent should be assessed in respect of factors relevant to amenity and public safety.

8. IMPACT ON AMENITY

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

CSDPD Policy CS7 states that development (and by extension to this, proposed advertisements) will be permitted which builds upon the local character of the area, provides safe communities and enhances the local landscape where possible. Bracknell Forest Borough Local Plan (BFBLP) 'Saved' Policy EN20 states that development should be in sympathy with the appearance and character of the local area.' Paragraph 67 of the NPPF states that 'Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.' These policies are therefore considered to be consistent with the NPPF.

The proposed signage is considered to be in keeping with the size of the pod, and given the existing use of the site as a whole, such signage is not considered to be out of keeping with the existing streetscene. Furthermore given the size of the site it is not considered that the cumulative impact of the proposed signage in addition to the existing site signage would be unacceptable.

The fascia signage would be illuminated, with a maximum luminance level of 88 cd/m. As detailed in The Institute of Lighting Engineers document 'Brightness of Illuminated Advertisements' a luminance level of 800 cd/m would be acceptable for signs of this size and in this location. Therefore it is not considered that the proposed illumination would be unacceptable. As the site is within close proximity to residential properties, the hours of illumination will be conditioned to match those of the operating hours of the pod.

As such it is not considered that the pod signage would result in an adverse impact on amenity and would therefore be in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, CSDPD Policy CS7, BFBLP 'Saved' Policy EN20, and the NPPF.

9. IMPACT ON PUBLIC SAFETY

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that applications for advertisement consent should be assessed in respect of factors relevant to public safety, including whether the proposed signage would adversely obscure or hinder visibility or the interpretation of traffic signs.

CSDPD Policy CS23 states that the Council will use its planning and transport powers to increase the safety of travel. Therefore proposed advertisements would be required to be assessed in relation to the potential harmful effect on highway safety that may arise. Paragraph 67 of the NPPF states that 'Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'. These policies are therefore considered to be consistent.

The Highways Officer has not raised any issue with regard to the signage, and it is not considered that the signage would adversely obscure or hinder visibility or the interpretation of traffic signs. Given the nature, size and scale of the proposed signage it is not considered that it would cause an adverse impact on the public safety of pedestrians.

As such it is not considered that the pod signage would result in an adverse impact on public safety, and would be in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, CSDPD Policy CS23 and the NPPF.

10. CONCLUSIONS

It is not considered that the proposed pod signage 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 the Development Plan Policies SALP Policy CP1, CSDPD Policies CS7, and CS23, BFBLP 'Saved' Policy EN20 and the NPPF.

The application for advertisement consent is therefore recommended for approval.

RECOMMENDATION

That **ADVERTISEMENT CONSENT be granted** subject to the following condition(s):-

01. The advertisements hereby granted consent shall be displayed in accordance with the following plans and other submitted details received by the Local Planning Authority on 23rd January 2013:

17841-01

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

02. The signage hereby permitted shall not be illuminated after 18.00 hours or before 09.00 hours Monday to Saturday and shall not be illuminated after 16.00 hours or before 10.00 hours Sunday.

REASON: In the interests of the amenities of the neighbouring properties.

[Relevant Policy: BFBLP EN20]

Doc. Ref: Uniform 7/DC/Agenda

The application file to which this report relates can be viewed at the Council's Time Square office during office hours or online at www.bracknell-forest.gov.uk