

Unrestricted Report

ITEM NO: 12

Application No.

14/01175/A

Site Address:

Ward:
Harmans Water

Date Registered:
7 November 2014

Target Decision Date:
2 January 2015

**Tesco Stores Ltd Whitton Road Bracknell Berkshire
RG12 9TZ**

Proposal: **Display of 3no. illuminated wall mounted signs and 4no. non-illuminated wall mounted signs**

Applicant: Tesco Stores Ltd

Agent: Mr Laurence Piper

Case Officer: Michael Ruddock, 01344 352000

Development.control@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 is linked to application 14/01174/FUL and has been referred to the Planning Committee at the request of Councillor Turrell due to concerns that the development would put extra pressure on parking, and that parking spaces near the store would be taken up by displaced trolleys. This reason relates to the full application however in the interests of completeness this application for the related signage is also referred to the Committee.

2. SITE DESCRIPTION

The Tesco store is located within a residential estate and adjoining the Martins Heron rail station. The current store, retail units and community centre form a neighbourhood centre. Vehicular access to the main car park store is from an access in Whitton Road opposite nos. 3-7, with deliveries and staff access from a mini roundabout on Whitton Road close to the junction with Cross Gates Close. This access also serves the adjoining station car park.

3. RELEVANT SITE HISTORY

Application 08/00048/A - Display of two internally illuminated name signs and two internally illuminated 'goal post' entrance signs and non illuminated signage - CONSENT GRANTED 2008

Application 08/00052/A - Various non illuminated advertisements - PART APPROVAL PART REFUSAL 2008

Application 08/00499/A - Display of non-illuminated, free standing gantry sign - REFUSED 2008 APPEAL ALLOWED

Application 13/00522/A - Installation of 9no. non-illuminated fascia signs on to proposed 'Click & Collect' pod and canopy, and installation of 3no. non-illuminated metal signs to existing posts - CONSENT GRANTED 2013

Application 14/01174/FUL - Installation of Key Cutting, Shoe & Watch Repairs Pod to Class 1 Retail Premises - This application is also under consideration and is for the pod to which this signage relates.

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. Three illuminated fascia signs would be displayed, one of the front elevation and one on each side elevation, with a width of 4.3m and a height of 0.49m. In addition four non-illuminated poster signs would be displayed on the side elevations.

A separate application has been made for full planning permission for the pod itself (ref. 14/01174/FUL) which will be determined alongside this application.

5. REPRESENTATIONS RECEIVED

Two neighbour letters of objection have been received in respect of the proposal. The letters raise concern that the illuminated signs would result in light pollution and an

adverse impact on visual amenity, given that the store is in the centre of a residential area. Such signs would be out of keeping with the location of the store.

6. SUMMARY OF CONSULTATION RESPONSES

Winkfield Parish Council

Winkfield Parish Council were consulted on the application, and recommend refusal for the reason that the three illuminated signs are contrary to the original conditions imposed.

[OFFICER COMMENT: The planning permission or condition has not been specified, however it is assumed that this is in respect of the main store. The application is for signs for a separate unit within the site, and should be decided on its own merits.]

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 128.6 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 7th November 2014:

TSQP3 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 before 09.00 hours or after 18.00 hours Monday to Saturday and shall not be illuminated before 10.00 hours or after 16.00 hours on 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