

Unrestricted Report

ITEM NO: 8

Application No.
15/00474/A

Site Address:

Ward:
Ascot

Date Registered:
25 May 2015

Target Decision Date:
20 July 2015

Greenoaks Mercedes-Benz Of Ascot London Road Bracknell Berkshire RG12 9FR

Proposal:

Display of 3no. illuminated fascia signs, 1no. illuminated wall-mounted sign, 2no. illuminated free-standing signs, 3no. non-illuminated free-standing signs, and 3no. flag pole signs.

Applicant:

Mercedes Benz

Agent:

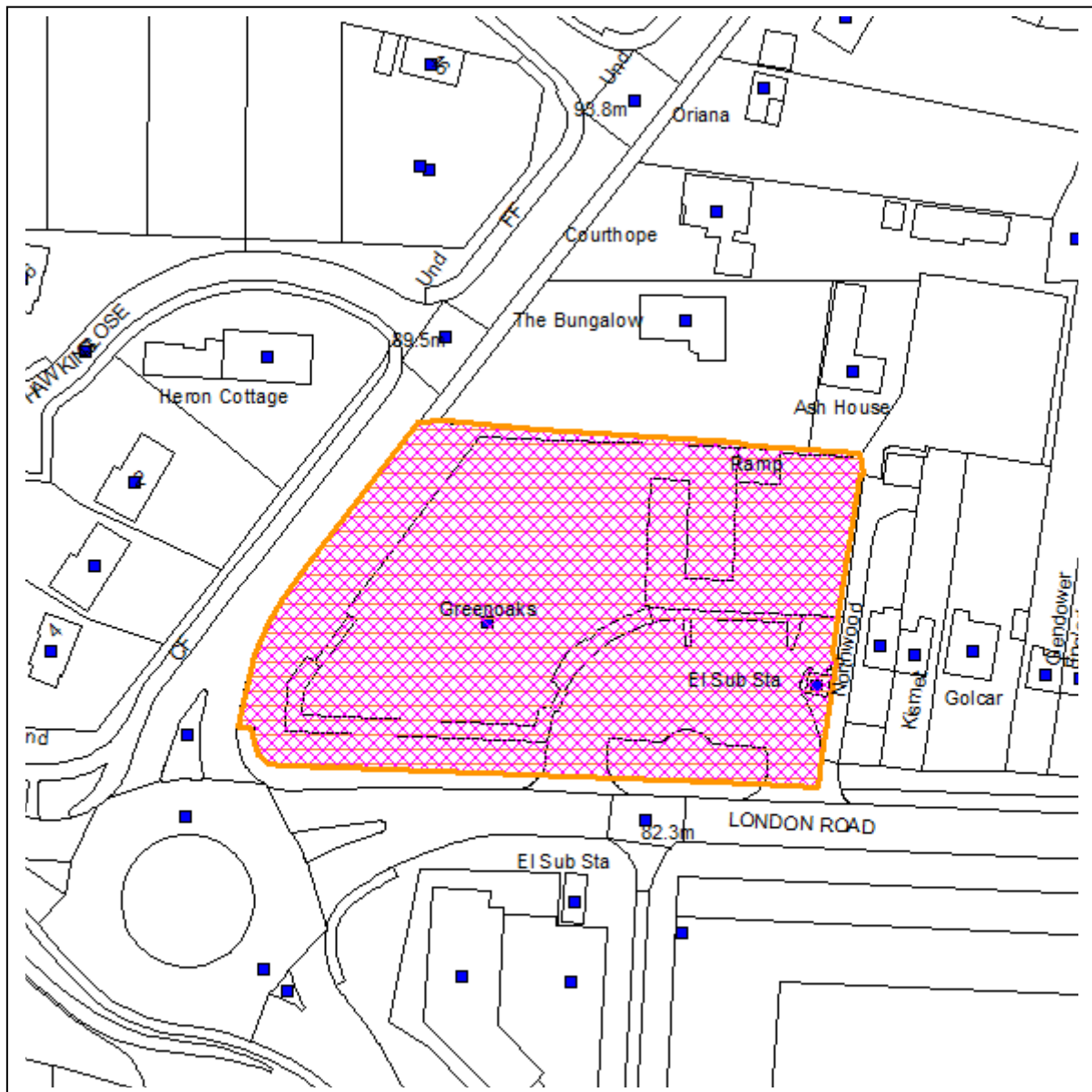
Omega Signs Limited

Case Officer:

Matthew Miller, 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 has been reported to Planning Committee by Councillor Mrs Hayes over concerns regarding the impact of the proposal on highway safety.

2. SITE DESCRIPTION

'Greenoaks Mercedes Benz of Ascot', London Road is a commercial car dealership located to the immediate northeast of the roundabout between London Road, Long Hill Road, and New Forest Ride. The site is located within the settlement boundary, in a transitional area between the settlements of Bracknell and Ascot, with a commercial unit to the south and residential dwellings to the north, east and west.

The site consists of a primary three storey detached sales building, with a car park to the front providing both customer parking and vehicle sale display. A secondary staff building is located to the rear, with an enclosed staff car park. Grass verges are present to the front (south) and west of the main site. Various existing non-illuminated and illuminated signage is present including consisting of three free-standing flagpoles, and fascia and free-standing signage.

3. RELEVANT SITE HISTORY

04/00773/FUL

Erection of part single, two and three storey building comprising car showroom, workshop and associated facilities, following demolition of existing buildings.
Approved (2004)

06/00192/A

Display of illuminated and non-illuminated wall mounted and free standing signage and erection of 8no. flagpoles.
Consent Granted (2006)

11/00141/A

Display of illuminated fascia sign
Consent Granted (2011)

4. PROPOSAL

The proposed advertisements comprise the formation of the following:

- 1no. illuminated circular wall-mounted sign (identified as sign A on the submitted plans), displaying the silver Mercedes Benz trademark. It would have a diameter of 2.5 metres.
- 1no. internally illuminated fascia sign displaying the text 'Mercedes Benz' with a white colour finish and black runner bars (sign B). It would measure 0.8 metres in height and 7.4 metres in width.
- 1no. internally illuminated fascia sign displaying the text 'Ascot' with a white colour finish and black runner bars (sign C). It would measure 0.7 metres in height and 2.2 metres in width.
- 1no. internally illuminated fascia sign displaying the white 'AMG' trademark, with black runner bars (sign D). It would measure 0.6 metres in height and 6.0 metres in width.

- 1no. internally illuminated free-standing sign with a silver and black finish providing directional signage within the property (sign E). It would measure 3.1 metres in height, 1.6 metres in width, and 0.2 metres in depth.
- 1no. internally illuminated free-standing pylon sign displaying the Mercedes Benz trademark on a black background (sign F). It would measure 6.1 metres in height, 1.2 metres in width, and 0.3 metres in depth.
- 3no. flags with supporting poles displaying the Mercedes Benz trademark on white, silver and black backgrounds (signage G). The individual advertisements would measure 8.0 metres in height.
- 2no. non-illuminated free-standing signs with silver and black finishing indicating parking area and an area of no entry (signs H and I). They would each measure 1.6 metres in height, 0.5 metres in width, and 0.2 metres in depth.
- 1no. non- illuminated free-standing sign with a silver and black finish providing directional signage within the property (sign J). It would measure 2.1 metres in height, 1.0 metres in width, and 0.2 metres in depth).

All the proposed illuminated signage would be illuminated to a level of 400 cd/sqm (candela per square metre).

During the course of the application a revised Block Plan has been received to relocate signage B, C, D, E, F, G and I from the highway verge to further north within the property itself. Two formerly proposed signs have also been removed from the proposal, as they would have been sited within existing car parking spaces.

The proposed signage would replace signage currently present on the property.

The proposal is not CIL liable due to its nature as the display of advertisements.

5. REPRESENTATIONS RECEIVED

Winkfield Parish Council:

Winkfield Parish Council objected to the initially submitted proposal on the grounds that the proposed siting of the signage close to the highway of London Road would result in an adverse impact on highway safety, and the illuminated signage would be out of character with the surrounding area.

Other representations:

One objection has been received from the occupant of 7 Prince Consort Drive, who objects to the initially submitted proposal on the grounds that the proposal would result in an adverse impact on highway safety and the proposed flag signage would be out of character in the street scene.

[Officer Note: The above matters are assessed in the report below].

Following the receipt of 2no. objections, the Local Planning Authority's 1-3 Objection procedure was undertaken.

6. SUMMARY OF CONSULTATION RESPONSES

Highway Officer:

The Highway Officer objected to the initially submitted proposal on the grounds that signs B, C, D, E, F, G and I would be sited on the highway verge, and outside the property boundary. It was considered that the siting of the proposed signs in such a location would disrupt vehicular and pedestrian sight lines, and interrupt the interpretation of traffic signs relating to the roundabout to the west. *[Officer Note:*

Following the receipt of these comments an amended plan was provided which amended the proposed siting of the above-mentioned signage to further back within the property].

No further statutory or non-statutory consultations have been required.

7. DEVELOPMENT PLAN

The development plan for this Borough includes the following:

Site Allocations Local Plan (2013) (SALP)
Core Strategy Development Plan Document (2008) (CSDPD)
Bracknell Forest Borough Local Plan (2002) (BFBLP)
Bracknell Forest Borough Policies Map (2013)

8. PRINCIPLE OF DEVELOPMENT

The application site is located within a defined settlement as designated by the Bracknell Forest Borough Policies Map.

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, and 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. The proposal is therefore considered acceptable in principle subject to the above considerations.

9. IMPACT ON CHARACTER AND APPEARANCE OF AREA, AND ON RESIDENTIAL AMENITY

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, and should not adversely impact the amenity of surrounding properties.

These policies are considered to be consistent with the NPPF, where Para. 67 of the NPPF states that advertisements which will have an appreciable impact on a building or its surroundings should be subject to a detailed assessment by the Local Planning Authority. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account any relevant cumulative impacts. Poorly placed advertisements can have a negative impact on the appearance of the surrounding built and natural environment.

The proposed signage would be visible in the street scene of London Road to the south, and some of the western-most signage would be visible from Long Hill Road to the west. It is not considered that the proposed signage would be out of character with either the host property or the surrounding area, considering the overall design of the individual signage, and the usage of standard white, silver and black colour finishes, which would be in keeping with the appearance of the primary sales building.

Furthermore similar signage is currently sited within the frontage of the property, and this includes existing flag signage. In view of this alongside the commercial nature of

the property and the transitional nature of the surrounding area, it is not considered that the proposed signage would be adversely out of character with the surrounding area. Although a significant amount of signage is proposed, it is noted that there is a significant amount of signage currently present on site (to be removed), and for an established commercial property forming a car dealership the amount proposed is not considered to be harmful to the character of the area.

Some of the proposed signage would potentially be visible from residential properties to the east and west, though significant screening would be provided by existing planting, including trees. The proposed signage would be obscured from the residential properties to the north by the host property. In accordance with the guidance contained within The Institution of Lighting Engineers (ILM) Technical Report No. 5 'Brightness of Illuminated Advertisements (Third Edition) (2001), the proposed illumination level of a maximum of 400 cd/sqm is considered to be reasonable in an area that contains residential dwellings. The illumination is proposed to be static, however considering its low illumination level this is considered to be acceptable. It is recommended that a condition be imposed to restrict the illumination of the signage to no greater than 400 cd/sqm, in the interests of both the character and appearance of the area, and public safety.

It is therefore not considered that the proposed signage would result in an adverse impact on amenity, in accordance with Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and in association with this, CSDPD Policy CS7, BFBLP 'Saved' Policy EN20, and the NPPF, subject to the recommended condition.

10. TRANSPORT IMPLICATIONS

CSDPD Policy CS23 states that the Council will use its powers to increase the safety of travel and maintain and improve the local road network. This policy is considered to be consistent with the NPPF, which state that transport policies should contribute in facilitating sustainable development.

The Highway Officer was consulted on the initially submitted proposal, and raised concerns that signs B, C, D, E, F, G and I would be sited on the highway verge, and outside the property boundary. It was considered that the siting of the proposed signs in such a location would disrupt vehicular and pedestrian sight lines, and interrupt the interpretation of traffic signs relating to the roundabout to the west.

As a result the proposed siting of signs B, C, D, E, F, G and I have been amended so that they are sited within boundary of the host property. The signs would be sited 5.5 metres from the edge of the pedestrian footway (at the shortest point), which would be a similar distance from the highway as the existing signage on site. Therefore at the revised distance it is not considered that the proposal would result in an adverse impact on highway safety through the disruption of sight lines or the ability to interpret traffic signs (including the new traffic signage proposed to be installed to the roundabout to the west).

Furthermore two signs have been removed from the proposal as they were to be sited on existing customer car park spaces. On-site observations from the case officer identified that the customer car park spaces are in high demand, and therefore any loss of these spaces could potentially impact highway safety through a parking shortfall. As a result the signage of the revised proposal would not impact the existing customer parking spaces.

The proposed illumination level of 400 cd/sqm is not considered to result in an adverse impact on highway safety through potential distraction to highway users considering the setback of the proposed signage from the highway, and in accordance with the guidance contained within The Institution of Lighting Engineers (ILM) Technical Report No. 5 'Brightness of Illuminated Advertisements (Third Edition) (2001). It is recommended that a condition be imposed to restrict the illumination to this stated level, in order to restrict an increased illumination level that may impact highway safety.

Therefore it is considered that the proposed signage would not result in a detrimental impact on public safety, in accordance with CSDPD Policy CS23, and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, subject to the recommended condition.

11. CONCLUSIONS

It is not considered that the proposed signage would result in an adverse impact on the character and appearance of the local area, or on public safety, subject to the recommended condition. It is therefore considered that the proposed signage is in accordance with Development Plan Policies CSDPD Policies CS1 and CS23, BFBLP 'Saved' Policy EN20, the NPPF, and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

RECOMMENDATION

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

01. 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.
02. No advertisement shall be sited or displayed so as to:
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
03. Any advertisement 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.
04. 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.
05. 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.
REASON: Standard conditions 1-5 are imposed in accordance with Schedule 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

06. The advertisement hereby granted consent shall be displayed in accordance with the following approved plans received by the Local Planning Authority:

Block Plan [Amended] scale 1:500 received on 22 July 2015

'22265v01 Issue 3 Page 2 of 6' received on 25 May 2015

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

07. The illumination level of the illuminated advertisements hereby granted consent shall not exceed 400 cd/sqm.

REASON: In the interest of the character and appearance of the area, and in the interests of public safety.

[Relevant Policies: BFBLP 'Saved' Policy EN20, CSDPD CS7 and CS23].

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