

ITEM NO:

Application No.

15/00836/A

Site Address:

Ward:

Binfield With Warfield

Date Registered:

3 September 2015

Target Decision Date:

29 October 2015

**Daruchini Forest Road Binfield Bracknell Berkshire
RG42 4HP**

Proposal:

Display of 4 no. illuminated fascia signs, 1 no. non illuminated projecting sign, 4 no. non illuminated poster signs, 4 no. non illuminated window signs and 1 no. replacement illuminated hanging sign on existing totem at the front of the site.

Applicant:

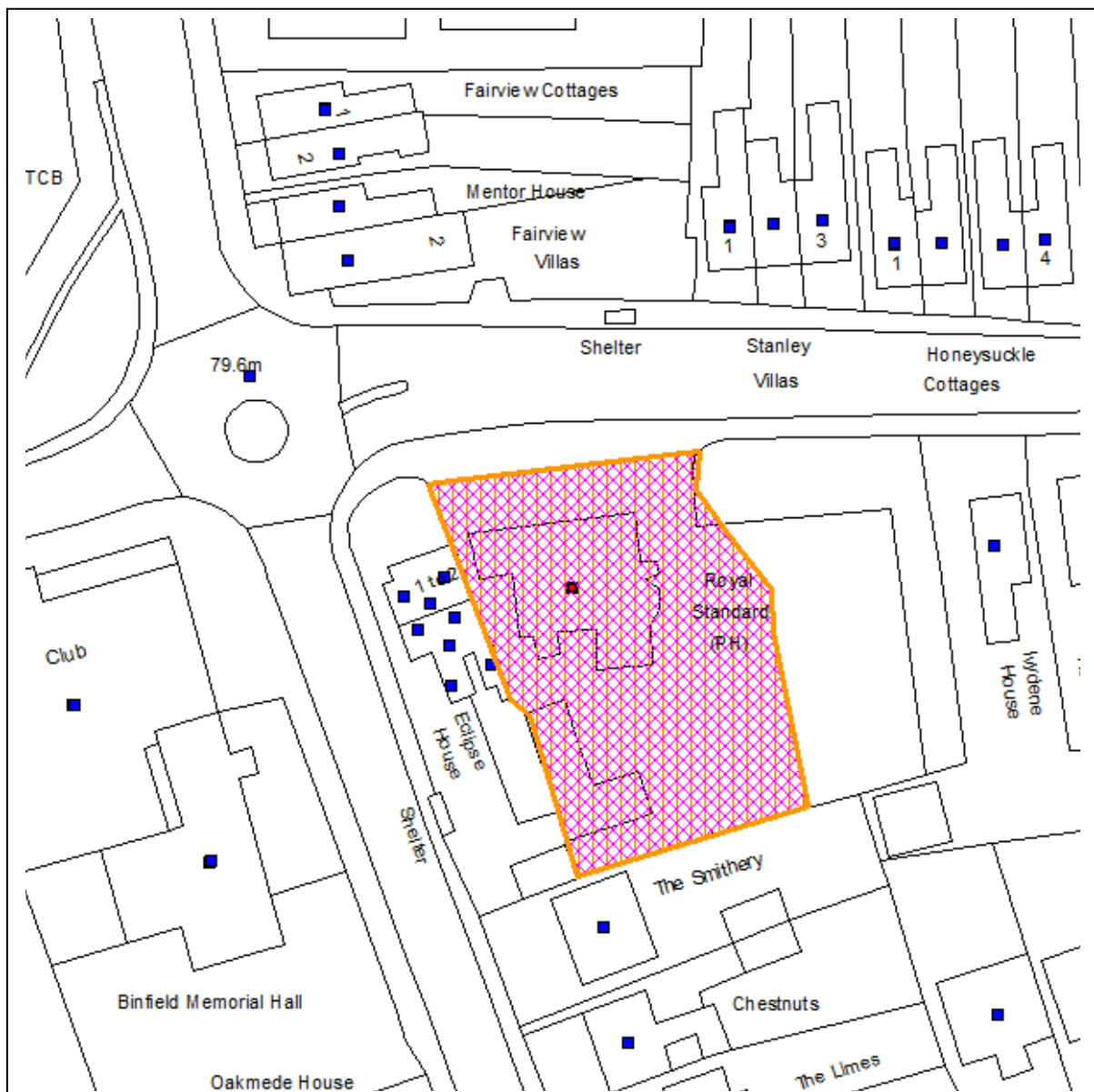
The Southern Co-operative Ltd

Agent:

Chapman Lily Planning Ltd

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. SUMMARY

1.1 The proposal is for the display of four illuminated fascia signs, one non-illuminated projection sign, four non-illuminated poster signs, four non-illuminated window signs and one replacement illuminated hanging sign on an existing totem at the front of the site.

1.2 It is not considered that the display of the signage would result in an adverse impact on amenity or public safety.

RECOMMENDATION

Planning permission 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 3 objections.

3. PLANNING STATUS AND SITE DESCRIPTION

PLANNING STATUS

A Village Centre location within the settlement boundary
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3.1 Daruchini is a former restaurant located within Binfield Village Centre. The building is currently vacant, although the Local Planning Authority have previously received notification that the site will be changing from a restaurant (Class A3) use to retail (Class A1) use under Class A of Part 3 of Schedule 2 of the Town and Country (General Permitted Development) (England) Order 2015.

3.2 The site as existing consists of the main building fronting Forest Road with parking spaces forward of the building. To the rear of the main building is a paved area and ancillary outbuilding. Under the previous restaurant use, a car park was sited to the east of the main building, however this part of the site has been separated and is part of a separate application (ref. 15/00905/FUL) for the erection of two new dwellings.

3.3 A planning application was previously approved under reference 14/01242/FUL for the erection of an extension to the rear of the building. This application was approved prior to the notification that the building was to be changed to an A1 unit, and as such was treated as an extension to the restaurant.

3.4 Class A of Part 3 of Schedule 2 of the Town and Country (General Permitted Development) (England) Order 2015 permits the change between Class A3 and Class A1 by way of Permitted Development, for which planning permission is not required, providing the Local Planning Authority receive notification that this change of use would be taking place. This notification was received on 28 May 2015. The principle of the change of use has therefore been established under Permitted Development regulations.

3.5 The Assistant Borough Solicitor (Planning) advised that there is no requirement for the extension permitted under application 14/01242/FUL to have been implemented to benefit from the Permitted Development rights. This is on the basis

that the change of use, in regards to the principle use of the planning unit will extend to application 14/01242/FUL which will be implemented in due course. The extension would be ancillary to the main use of the planning unit and it is anticipated that the A1 use will be implemented shortly. As such it is considered that the change of use can extend to the approved extension.

3.6 The site is bordered to the west and south by residential properties at Standard Corner, Eclipse House and The Smithery. Further residential properties are located opposite the site.

4. RELEVANT SITE HISTORY

4.1 Application 14/01242/FUL - Proposed ground floor extension to existing restaurant including demolition and alterations works to building. Construction of side access serving upper floor. This application was approved in April 2015 and is yet to be implemented, as discussed above.

4.2 Application 15/00835/FUL - Installation of 3 no. air conditioning units, plant equipment and fan condenser unit. This application was approved in November 2015.

4.3 One further application is under consideration at this site and is yet to be determined. Application 15/00905/FUL is for the erection of two dwellings on the former Daruchini car park to the east of the main building.

5. THE PROPOSAL

5.1 The proposed development is for the display of four illuminated fascia signs, one non-illuminated projecting sign, four non-illuminated poster signs, four non-illuminated window signs and one replacement illuminated hanging sign on an existing totem at the front of the site.

5.2 The four illuminated fascia signs are marked S1, S4, S7 and S8 on the submitted plans. They would all be green signs with blue and white lettering which is The Co-Operative Food branding. The signs are individually described as follows:

- S1 is to be located on the front elevation of the building, with a width of 2.5m and a height of 1.3m. It would be located 2.5m from ground level and would be externally illuminated to a level of 200cd/m.
- S4 would be located to the side elevation of the building, on the extension approved under application 14/01242/FUL. The sign would have a width of 11.0m and a height of 0.5m. It would be located 2.34m from ground level and would be externally illuminated to a level of 200cd/m.
- S7 would also be located further to the rear of the side elevation of the building, on the extension approved under application 14/01242/FUL. The sign would have a width of 4.5m and a height of 0.5m. It would be located 2.45m from ground level and would be externally illuminated to a level of 200cd/m.
- S8 would be located above an entrance door to the side elevation of the building, on the extension approved under application 14/01242/FUL. The sign would have a width of 3.0m with a height of 1.3m. It would be located 2.33m from ground level and would be externally illuminated to a level of 200cd/m.

5.3 The non-illuminated projecting sign would be located towards the front of the side elevation of the building, marked PP on the submitted plans. It would be a yellow and black 'Pay Point' sign with a height of 0.49m, projecting 0.41m from the side elevation. It would be located 1.9m from ground level.

5.4 The four non-illuminated poster signs are marked S2, S5 and S6 on the submitted plans, with two signs marked S6. They would all be aluminium signs with a variety of sizes and designs. The signs are individually described as follows:

- S2 would comprise of two aluminium composite signs with an overall height of 1.9m and a width of 0.65m. The signage would be located on the left hand side of the front elevation of the building and would include details of opening hours and a directions to the car park.
- S5 would also be an aluminium composite sign and would be located adjacent to the entrance door to the side elevation of the building, on the extension approved under application 14/01242/FUL. The sign would have a height of 1.8m and a width of 0.65m.
- The two poster signs marked S6 would also be located on the side elevation of the extension, further towards the front of the unit. The signs would comprise of two aluminium poster cases with paper inserts. The cases would have a height of 0.92m and a width of 0.68m.

5.5 The four non-illuminated window signs are marked W1, W2, W3 and W4 on the submitted plans and are all located on the side elevation. Signs W1, W2 and W4 would all show images of products on sale in the store, and would have a width of 1.5m and a height of 1.2m. Sign W3 would be a car park directional sign with a height of 1.2m and a width of 0.95m.

5.6 The illuminated hanging sign would be located on an existing totem at the front of the site with a height of 1.0m and a width of 0.8m. It would be located 2.65m from ground level and would be externally illuminated to a level of 200cd/m.

5.7 The applicant's agent has confirmed the method of illumination in an email dated 27 November 2015. The adverts will be lit by trough lighting, with a strip of lighting running across the top of the sign and angled towards the sign itself. The trough will be the same colour as the sign.

6. REPRESENTATIONS RECEIVED

Binfield Parish Council:

6.1 Recommend refusal. The Parish Council raise concerns with regard to the method of illumination and the hours of illumination with regard how this would affect the neighbouring residential properties.

[OFFICER COMMENT: The Parish Council state that there is insufficient technical information to understand the method of illumination, i.e. will these be internally lit or will a light shone onto it. It was confirmed on the application that the signage would be externally lit, and the applicant's agent confirmed these details in an email dated 27 November 2015]

Other representations:

6.2 A total of 9 objections have been received from residents of surrounding properties. The objections can be summarised as follows:

- Impact on the neighbouring residential properties through light pollution.
- The number of illuminated signs would be obtrusive in a residential area.
- The signage would ruin the look of the building. It would be excessive and would not be in keeping with the other businesses on the road.
- Object to this building becoming a Co-Op as there will not be enough parking.

[OFFICER COMMENT: With regard to the last point, this is not a consideration of this application. The principle of the building becoming an A1 retail unit has been established under Permitted Development regulations, and this application is only for the signage to the building referred to above. The impact of the signage on amenity and public safety are the only considerations that the Local Planning Authority can have.]

7. SUMMARY OF CONSULTATION RESPONSES

Highways Officer

7.1 The Highways Officer has no objection to the proposed signage.

8. MAIN POLICIES AND OTHER DOCUMENTS RELEVANT TO THE DECISION

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

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) states that applications for advertisement consent should be assessed in respect of factors relevant to amenity and public safety. The key policies and associated guidance applying to the site are:

	Development Plan	NPPF
Amenity	CS7 of CSDPD, Saved policy EN20 of BFBLP	Consistent
Public Safety	CS23 of CSDPD	Consistent
Other publications	Draft Binfield Neighbourhood Plan	
National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG)		

9. PLANNING CONSIDERATIONS

9.1 The key issues for consideration are:

- i. Impact on Amenity
- ii. Impact on Public Safety

i. IMPACT ON AMENITY

9.2 Regulation 3 of the Town and Country Planning (Control of Advertisements) (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 local area.

9.3 The building is sited in a prominent location adjacent to the roundabout junction between Forest Road and Terrace Road in the centre of Binfield. As such they would have a visible impact on the streetscene. The signage on the front elevation would be the most visible, however it is not considered that the amount of signage proposed on this elevation at three signs is excessive. Furthermore signs S1 and S3 would replace existing signs in these locations.

9.4 The area contains a mix of residential and commercial properties and the signage associated with the commercial properties is already a characteristic of the local streetscene.

9.5 A greater number of signs, eleven, would be included on the side elevation. These signs would be less prominent than those on the front elevation but would be visible when approaching the site from the east along Forest Road. The proposed signs are not considered to be significant in terms of their size, and given that they would span the 30m depth of the building it is not considered that eleven signs on this elevation would be excessive. It is therefore not considered that there would be an over-proliferation of signage on the building that would appear out of keeping with the streetscene, to the detriment of the character and appearance of the area.

9.6 Due to the nature of the signage, it wouldn't have any detrimental impact on neighbouring residential properties through loss of light or overbearing. With regard to the level of illumination, a level of 200cd/m is proposed. The document 'Brightness of Illuminated Advertisements' contains guidance with regard to what level of illumination is acceptable, depending on the size of the signage and the area the signage is located. The site is considered to be in 'Zone E3 – Medium district brightness areas (e.g. small town centres, urban locations)' as defined by this guidance, and for signage of the size proposed a level of no more than 800cd/m is recommended.

9.7 The level of illumination proposed is therefore considered to be appropriate to the location, and a condition will be imposed to ensure that the proposed level is complied with. Furthermore the signage would be externally lit through trough lighting, which is a strip of lighting running across the top of the sign with light shining down onto the signs rather than internal lights. It is considered that such a method of illumination would reduce the impact on the neighbouring properties as it would not result in significant light spill.

9.8 Concerns have also been raised that the signage would result in light pollution to neighbouring properties through the night, during hours when the store is closed, when there is no requirement for illuminated signage. To mitigate against this concern, a condition has been recommended that will ensure that the signage would only be illuminated during the hours of 06.00 until 23.00, which will be the store opening hours.

9.9 The site is also affected by The Binfield Neighbourhood Area designated by Bracknell Forest Council in February 2014. The Parish Council undertook a pre-submission consultation of the draft Binfield Neighbourhood Plan in August 2015, and the Independent Examination was received on 3 December 2015. However no policies are contained within this plan that are relevant to this proposal.

9.10 It is therefore not considered that the development would result in an adverse impact on amenity. It is therefore not considered that the development would be contrary to CSDPD Policy CS7, BFBLP 'Saved' Policy EN20 or the NPPF.

ii. IMPACT ON PUBLIC SAFETY

9.11 Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) 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.

9.12 The proposed signage is not on the public highway and would not affect visibility. The Highways Officer is therefore satisfied that the signage would not have an adverse impact on highway safety. The development would therefore not be contrary to CSDPD Policy CS23 or the NPPF.

10. CONCLUSIONS

10.1 It is not considered that the proposed signage would result in an adverse impact on amenity or public safety, subject to the five standard advertisement conditions and further recommended conditions.

11. 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 on 27 August and 3 September 2015:
 - 001-FRB-101 (C)
 - 001-FRB-102 (C)
 - 001-FRB-103 (C)
 - 001-FRB-104 (C)
 - 001-FRB-105 (C)
 - 001-FRB-107 (C)
 - 001-FRB-108 (C)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 200 cd/sqm.
REASON: In the interest of the character and appearance of the area.
[Relevant Policies: BFBLP 'Saved' Policy EN20, CSDPD CS7].
08. The signage hereby permitted shall not be illuminated before 06.00 hours or after 23.00 hours at any time.
REASON: In the interests of the amenities of the neighbouring properties.
[Relevant Policy: BFBLP EN20]