

F/YR12/0217/FDC

16 March 2012

Applicant : Mr T Watson
Fenland District Council

Agent : Mrs T Adams
Fenland District Council

South Fens Enterprise Park, Fenton Way, Chatteris, Cambridgeshire

Display of 2no non-illuminated fascia signs to west elevation

This proposal is before the Planning Committee as Fenland District Council own the land and buildings subject of this application

This application is an advertisement.

1. **SITE DESCRIPTION**

The site is located to the north east of the existing South Fens Business Centre and the A142. The ERMS premises lie immediately to the North with the Anglian Water sewage works lying to the east. The site is accessed from Fenton Way.

Currently the site consists of 8 no industrial units as part of Phase II of the South Fens Enterprise Park. The site is identified as a Primary Business and Industrial Allocation in the Fenland District Wide Local Plan.

Upon entering the site the proposed elevation (west elevation) which the signage is to be mounted is visible.

2. **HISTORY**

Of relevance to this proposal is:

- F/YR11/0619/FDC - Erection of 4 industrial units (Class B1) – Granted
- F/YR11/0036/FDC - Erection of 4 industrial units (Class B1) – Granted
- F/YR03/0474/F - Erection of 2-storey office building (2,320 sq.m) with associated parking – Granted

3. **CONSULTATIONS**

Parish/Town Council: No response received

Local Highway Authority (CCC): No highway implications

Middle Level Commissioners No comments

FDC Valuations and Estates Officer The proposed signage compliments the high quality finish of these units and is therefore supported.

Local residents/interested parties: No responses received

4. **POLICY FRAMEWORK**

FDWLP Policy

E18

- Proposals for advertisements should:
 - not detract from the character or appearance of the building or locality;
 - be of size, format and design which complements the visual amenities of the building and locality;
 - avoid an unsightly, confused or cluttered appearance.

East of England Plan

ENV 7

- Quality in the Built Environment

National Planning Policy Framework
Para. 67

- The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

5. **ASSESSMENT**

Nature of Application

This application by Fenland District Council seeks advertisement consent for the display of 2 no. non-illuminated fascia signs on the west elevation of Phase II of the South Fens Enterprise Park, Fenton Way, Chatteris.

The application is considered to raise the following key issues;

- Principle and Policy Implications
- Design and Visual Impact

Principle and Policy Implications

In essence the National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy E18 of the Local Plan requires that when considering the display of advertisements care must be taken over the size, colour, materials and illumination of signage and advertisements. Policy E18 seeks to ensure that issues including the design, appropriateness, size, format, illumination and overall appearance are taken into consideration in relation to the display of

advertisements/signage.

The site forms part of an existing industrial allocation and the design and visual impact issues that have been considered are highlighted below.

Design and Visual Impact

The first fascia sign is non-illuminated and is located in the centre of the west elevation, 4.1 metres above the ground level (to the base of the advertisement). This fascia sign will consist of individual cut letters in a metal coloured-brushed stainless steel finish on the existing cedar timber cladding. The dimension of the proposed advertisement is 2 metres (height) x 2.65 metres (width) x 54mm (maximum depth/projection from the face of the building). The maximum height of any of the individual letters and symbols is 0.59 metres.

The second fascia sign is a non-illuminated on a 6mm thick clear perspex sign with the Fenland District Council logo in purple and yellow coloured vinyl and is located on the west elevation. The dimension of the proposed advertisement is 0.775 metres (height) x 1.47 metres (width) x 35mm (maximum depth/projection from the face of the building). The maximum height of any of the individual letters and symbols is 0.5 metres.

The key issue to consider in this application relate to design, appropriateness, size, format, and overall appearance.

The proposed signage will be visible from Fenton Way and from within the site, however, it is considered that it will not result in a negative visual impact.

It is considered that the proposal is of a scale and character appropriate for the setting and location and will not have a detrimental impact on the character, appearance or amenity of the area. The alterations to the building are sympathetic in scale and form and the overall aesthetics of the building are mainly unaltered.

Conclusion

The proposal has been assessed in line with the National Planning Policy Framework, the East of England Plan and Policy E18 of the Fenland District Wide Local Plan 1993 and is considered to be an acceptable form of development which complies with the criteria contained within these policies. Therefore the recommendation for this consent is one of approval subject to appropriate conditions.

6. RECOMMENDATION

Grant subject to suitable conditions

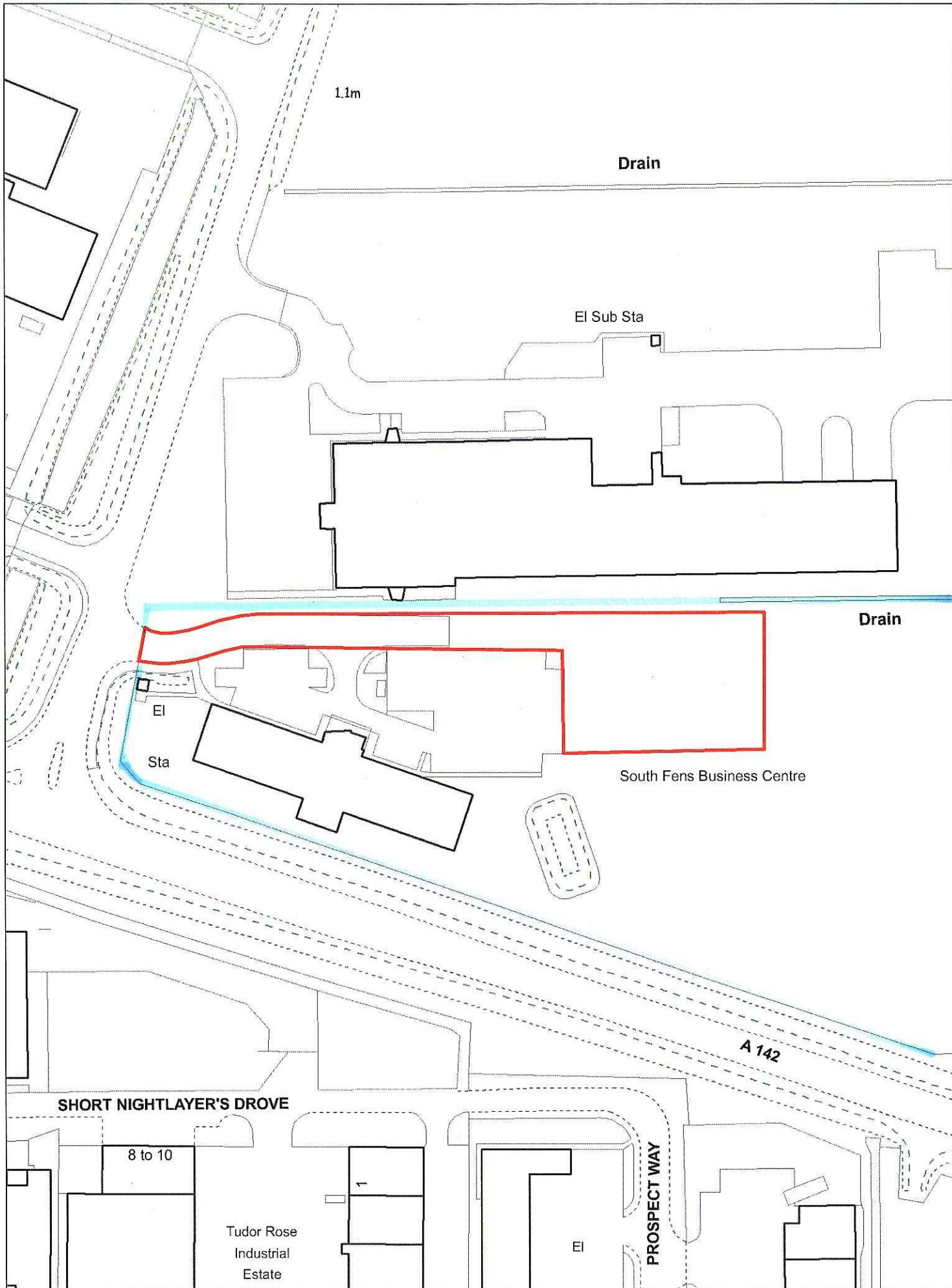
- 1. The advertisement permitted shall only be displayed for a period of 5 years from the date of this consent. On or before the expiry of this period the advertisement shall be removed unless a further application for renewal is submitted prior to that date.**

Reason - To ensure compliance with Regulation 15(2) of the Town and Country Planning (Control of Advertisements) Regulations

2007.

- 2. a) 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.**
- b) No advertisement shall be sited or displayed so as to -**
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);**
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or**
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for the measuring of speed of any vehicle.**
- c) 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.**
- d) 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.**
- e) 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 - To safeguard the visual amenity of the area and highway safety



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Scale = 1:1,250



