

Application Number: F/YR14/0063/A
Other
Parish/Ward: Parson Drove/Wisbech St Mary
Date Received: 28 January 2014
Expiry Date: 25 March 2014
Applicant: Swann Edwards Architecture
Agent: Mr J Burton, Swann Edwards Architecture

Proposal: Display of 1no externally illuminated fascia sign and 1no externally illuminated hanging sign
Location: Land west of Sunnyside, Fen Road, Guyhirn

Site Area: 0.34ha

Reason before Committee: The proposal is linked to F/YR14/0062/F which is before the Planning Committee.

1. EXECUTIVE SUMMARY/RECOMMENDATION

The proposal is for a an externally illuminated fascia sign and an illuminated hanging sign on an office building which is the subject of a separate planning application on the Committee agenda. The hanging sign has been designed to integrate into the porch of the building, on the front elevation, whilst the fascia sign is to be located to the rear to advertise the entrance to the building. Both advertisements are to be externally illuminated which, in this area with some commercial activity including other illuminated signs, is considered to be acceptable.

Due to the design and location of the advertisements it is considered that the impact on the host building, neighbouring residents and the area in general will be minimal. It is proposed that the lighting levels, as requested by FDC Environmental Protection, will be secured via a planning condition.

It is considered that the proposal constitutes an acceptable form of development and it is therefore recommended that advertisement consent is granted.

2. HISTORY

F/YR14/0062/F – Erection of a 2-storey office with cycle/bin/tool store and associated parking and formation of balancing pond and 1.5m high earth bunding – Pending consideration

F/90/0359/O – Freight transport interchange comprising of warehousing maintenance and parking facilities, motel accommodation, fast food restaurant, petrol forecourt and associated offices – Withdrawn 28.08.1990

3. PLANNING POLICIES

3.1 National Planning Policy Framework:

Paragraph 2: Planning law requires that application for planning permission must be determined in accordance with the development plan.

Paragraph 14: Presumption in favour of sustainable development.

Paragraph 17: Seek to ensure high quality design.

Paragraph 67: Control over advertisements.

3.2 Draft Fenland Core Strategy:

CS1: A Presumption in Favour of Sustainable Development

CS16: Delivering and Protecting High Quality Environments

3.3 Fenland District Wide Local Plan:

E18: Display of advertisements

4. CONSULTATIONS

- | | | |
|-----|--|---|
| 4.1 | <i>Parish/Town Council:</i> | Support this development and recommend approval. |
| 4.2 | <i>Environment Agency:</i> | No comments to make. |
| 4.3 | <i>Highways Agency:</i> | No objection to the proposal subject to conditions. |
| 4.4 | <i>North Level Internal Drainage Board:</i> | No comments to make. |
| 4.5 | <i>FDC Environmental Protection:</i> | LUX levels of the signage are required. |
| 4.6 | <i>Neighbours:</i> | 3 letters of objection received, comments are as follows: <ul style="list-style-type: none">- a detached annexe was not allowed on the neighbouring site,- neighbouring residents have been advised that highways would not allow an increase in the amount of traffic turning onto/off the A47,- no need for a commercial property, the land is prime agricultural land,- highway safety, extra signage will cause a distraction to drivers and will increase the likelihood of accidents,- no need for the size of the unit or the amount of parking space and loading areas given the size of the existing architectural practice, |

- the building is out of keeping with the surroundings,
- why wasn't the building which was up until recently vacant used for the business?,
- conversion/use of a brownfield site would be better in the first instance, precedent, loss of privacy and reduced residential amenities,
- a commercial roadside display is at odds with the policy of removing unauthorised signs,
- significant movement of cars in and out of the office,
- it would open up the opportunity to create grandfather rights if the development was allowed to proceed.

5. **SITE DESCRIPTION**

- 5.1 The site is located on the northern side of Fen Road approximately 550m from the A47/A141 roundabout. The current use of the site is for agricultural purposes and it forms a spur off a larger agricultural field. The front, rear and western side boundaries are open and there is a dense belt of landscaping on the western boundary which joins the curtilage of a dwelling. The site is outside of any established settlement however it is within a cluster of mixed use buildings including a tyre fitting business, petrol filling station, coffee shop and some dwellings. There is also the Play 2 Day, Lazer Tag and Bowling Alley in close proximity to the site.

6. **PLANNING ASSESSMENT**

- 6.1 The key considerations for this application are:
- Policy implications
 - Design and impact on amenities
 - Consultation responses

(a) Policy implications

The Inspector's Report into the Core Strategy has concluded that the Core Strategy is 'sound,' subject to a number of 'main modifications.' The most up-to-date version of the Core Strategy is the Pre-Submission version (September 2013), as amended by the schedule of modifications. Due to its advanced stage, in accordance paragraph 216 of the NPPF, significant weight can be accorded to the Core Strategy when considering planning applications

The Council will consider the adoption of the Core Strategy (with main and minor modifications) at Cabinet and Full Council on 8 May 2014. Provided it is approved, the Core Strategy (incorporating main and minor modifications) will have full statutory weight as of 9 May 2014.

Although the Core Strategy will replace all of the existing or “saved” policies of the Fenland Local Plan, this document remains part of the statutory development plan for the District until the Core Strategy is formally adopted by the Council.

The proposal is for an advertisement scheme linked to a proposed office building. The NPPF stipulates that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. CS16 of the emerging Core Strategy details the requirements for advertisements at a local level. The themes within the criteria outlined in CS16 are preserving and enhancing visual amenities and there being no adverse impact on the amenities of neighbouring residents. E18 of the Fenland District Wide Local Plan requires adverts to be of an appropriate design, size and format, to be illuminated only if essential and to avoid cluttered appearances.

(b) Design and impact on amenities

The site is within an area where there is some commercial activity and as such the signage would not look out of place. There is a petrol filling station within the vicinity which has illuminated signage and as such the principle of illuminated advertisements in this proposal is considered to be acceptable. LUX levels are required by FDC Environmental Protection to ensure that the proposal does not exceed appropriate amenity levels. The agent has requested that these details are secured via a planning condition, details to be submitted prior to the commencement of the display of the adverts. A condition to this effect is therefore recommended.

The signage has been carefully arranged so as to integrate into the design philosophy of the host building. The hanging sign will form the side panel of the porch area over the front of the building whilst the fascia sign will be located to the rear, to the side of the main entrance. The arrangement is such that only the hanging sign will be visible from a public perspective and its manner, being integrated into the porch, will result in an appearance which will not appear visually intrusive or as clutter on the host building. The fascia sign will only be visible to users of the site and its impact on the building and the area in general is considered to be negligible.

The position of the advertisements and the relationship with the neighbouring dwellings are such that their illumination will result in light pollution, to the detriment of the amenities of these properties. The previously mentioned condition relating to the submission of lighting details will ensure that the amenities of these properties are protected.

(c) Consultation responses

The comments received from the Highways Agency have been noted however as they are advisory statements and refer to a technical report from a third party it is recommended that they are included as informatives, rather than conditions, on any consent given.

The majority of the comments received from neighbouring residents relate to the building itself (subject of F/YR14/0062/F) rather than this application for the advertisements.

It is acknowledged that there are ongoing issues with regards to unauthorised advertisements within the area however this application is different as it seeks to provide authorised signage. No other negative responses have been received in respect of this application.

7. CONCLUSION

- 7.1 There is some commercial activity within the area, where there are a range of both illuminated and non-illuminated advertisements and as such the principle of the proposal is considered to be acceptable. The advertisements have been carefully designed to fit in with the appearance of the host building and therefore will not appear cluttered or obtrusive. The most sensitive issue with the proposal is the illumination in view of the potential impact on the visual amenities of the area and on neighbouring residential amenities. A condition to require the level of illumination, as requested by FDC Environmental Protection, is recommended on any consent given to ensure that the lighting does not exceed appropriate levels. It is considered that the proposal is policy compliant and approval is recommended accordingly.

8. RECOMMENDATION

Grant

- 1. 1. 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.**
- 2. 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 the measuring of speed of any vehicle.**
- 3. 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.**
- 4. 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.**
- 5. 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

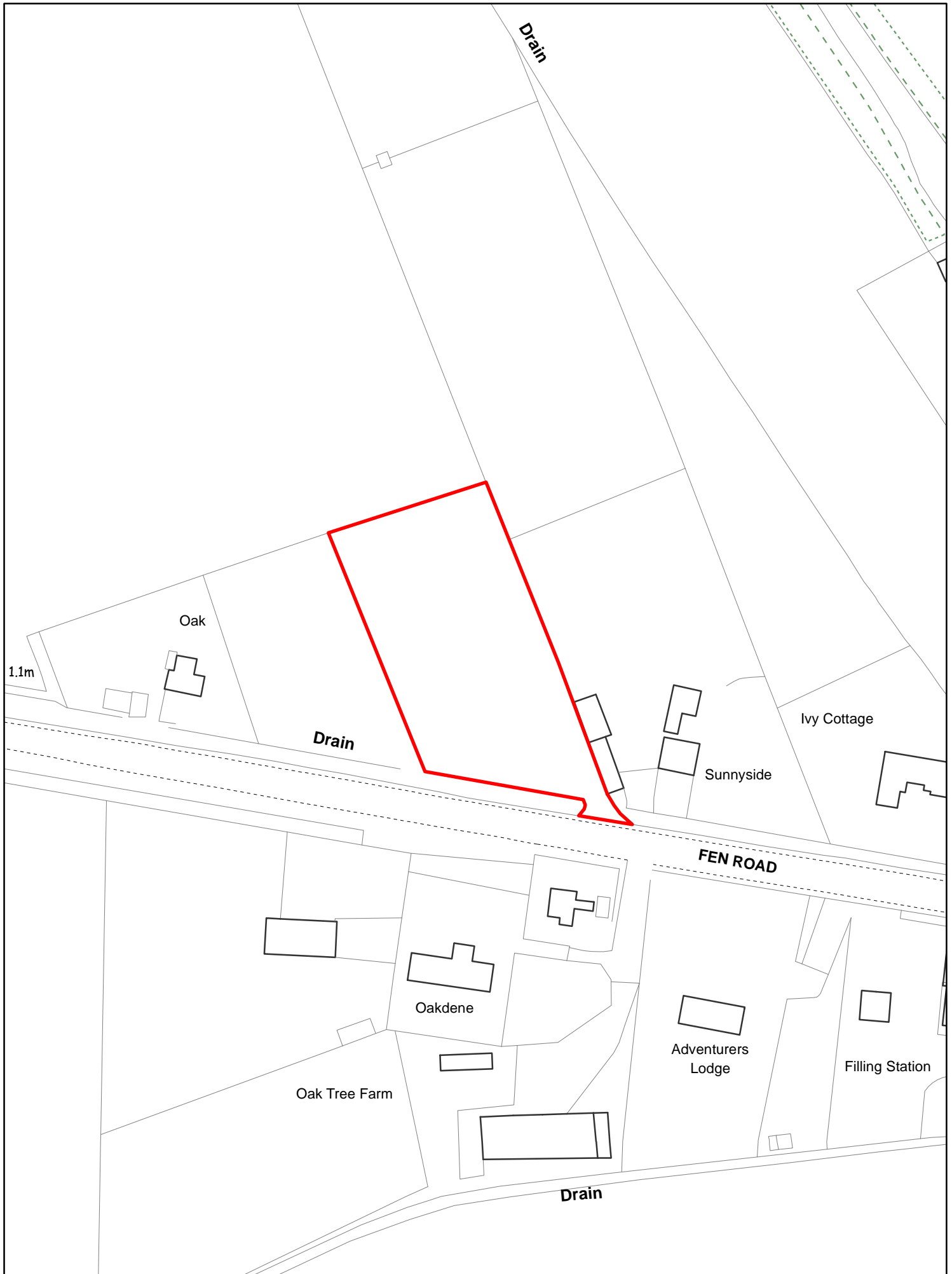
To safeguard the visual amenity of the area and highway safety.

- 2. Prior to the installation of the advertisements hereby approved a scheme for its illumination shall be submitted to and approved in writing by the Local Planning Authority. The approved details shall be installed at the same time as the installation of the advertisement and thereafter retained in perpetuity.**

Reason

In the interests of highway safety.

- 3. Approved plans**



Created on: 05/02/2014

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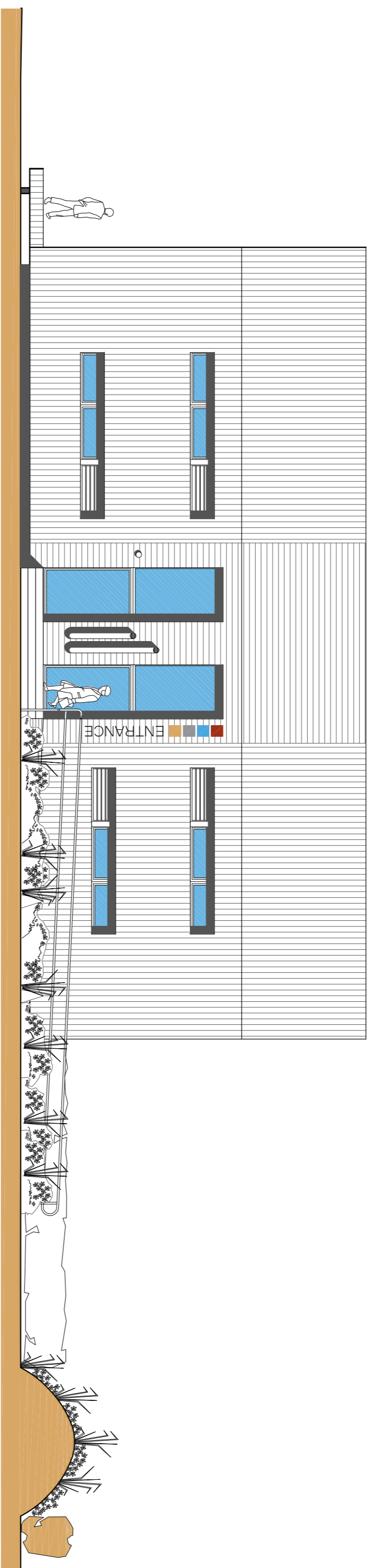
F/YR14/0063/A

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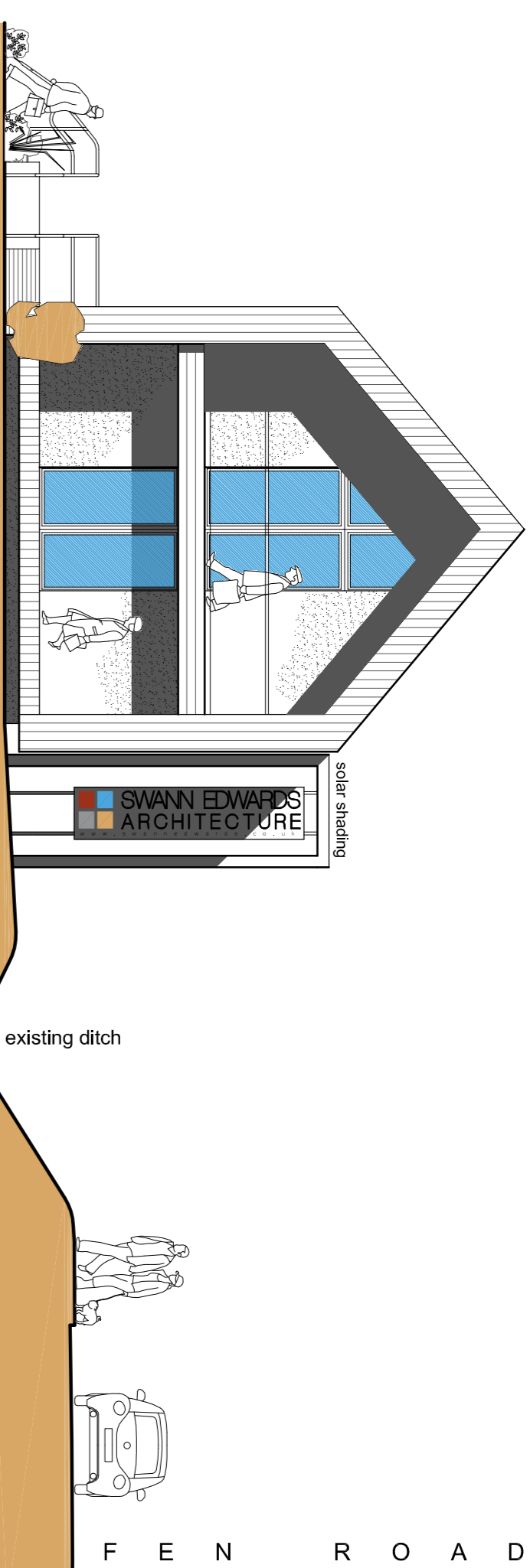




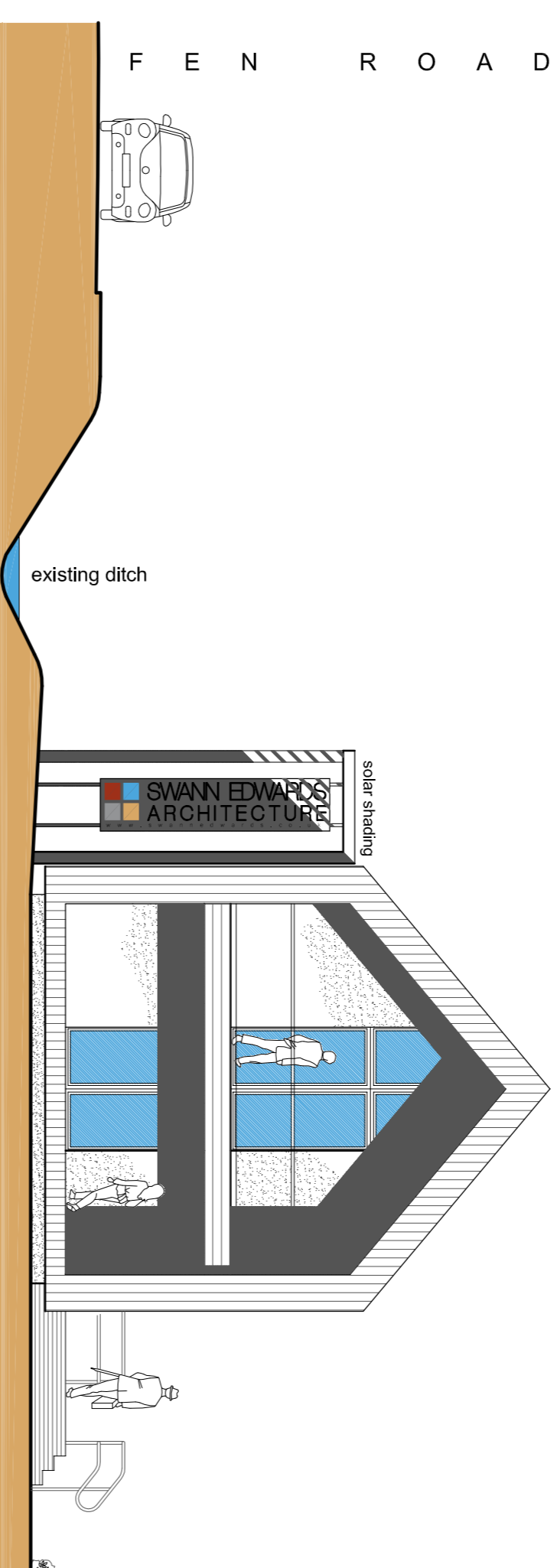
Front (S) Elevation
Scale: 1:100



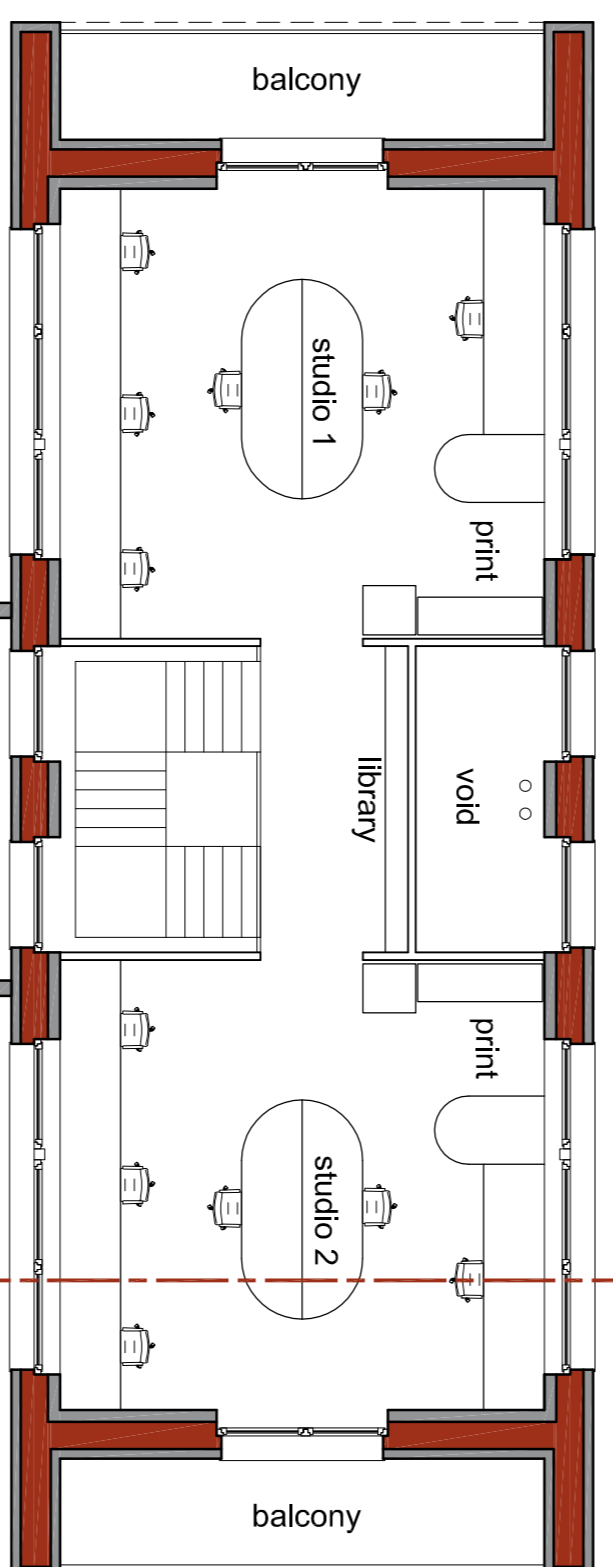
Rear (N) Elevation
Scale: 1:100



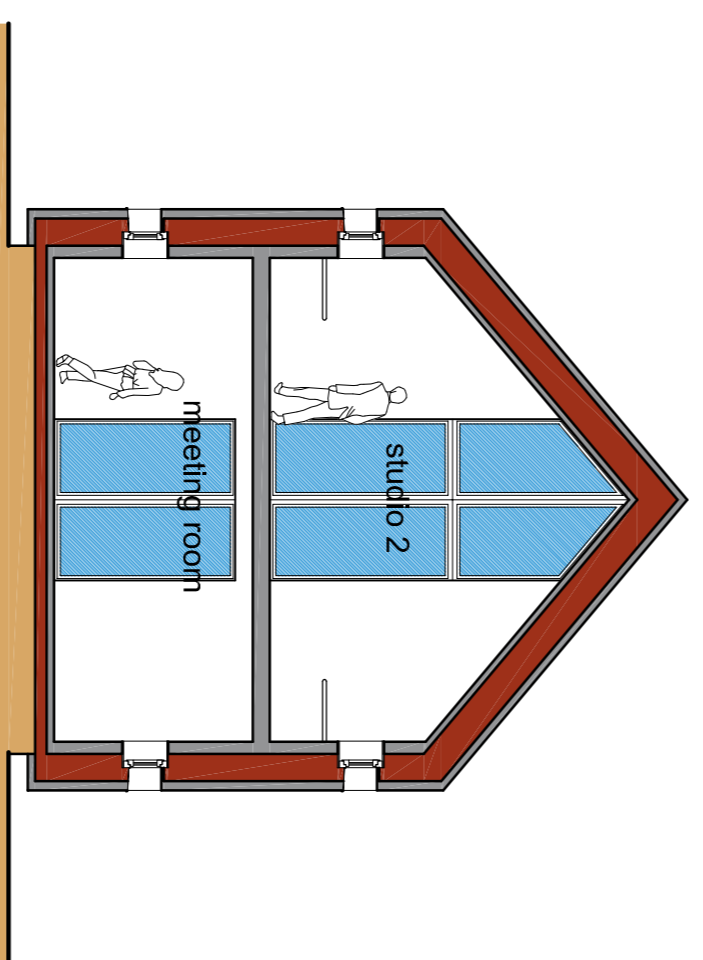
Side (E) Elevation
Scale: 1:100



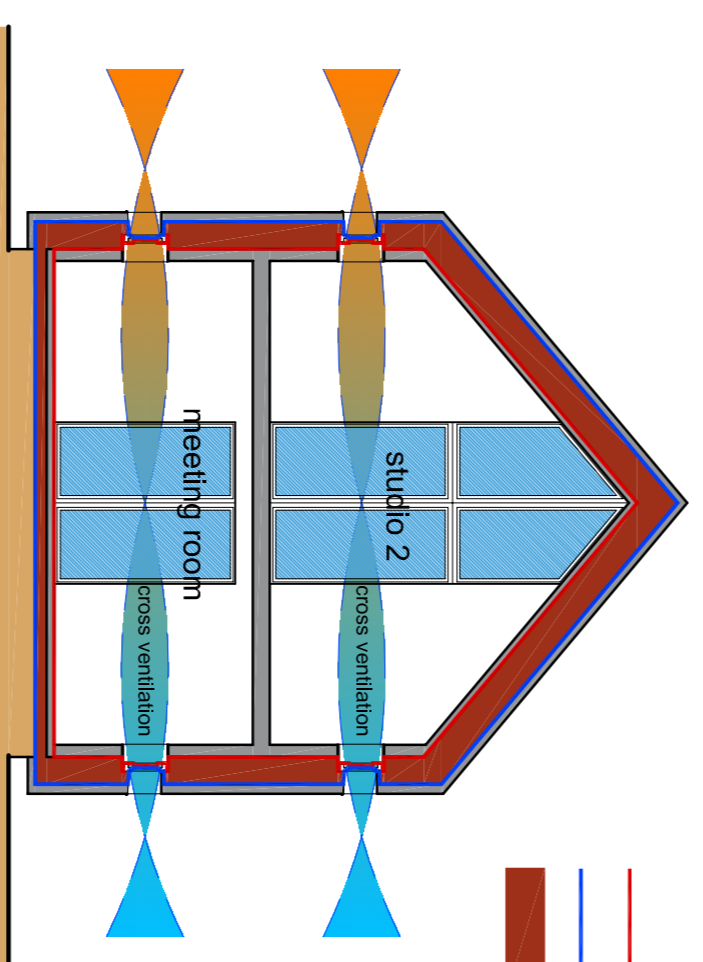
Side (W) Elevation
Scale: 1:100



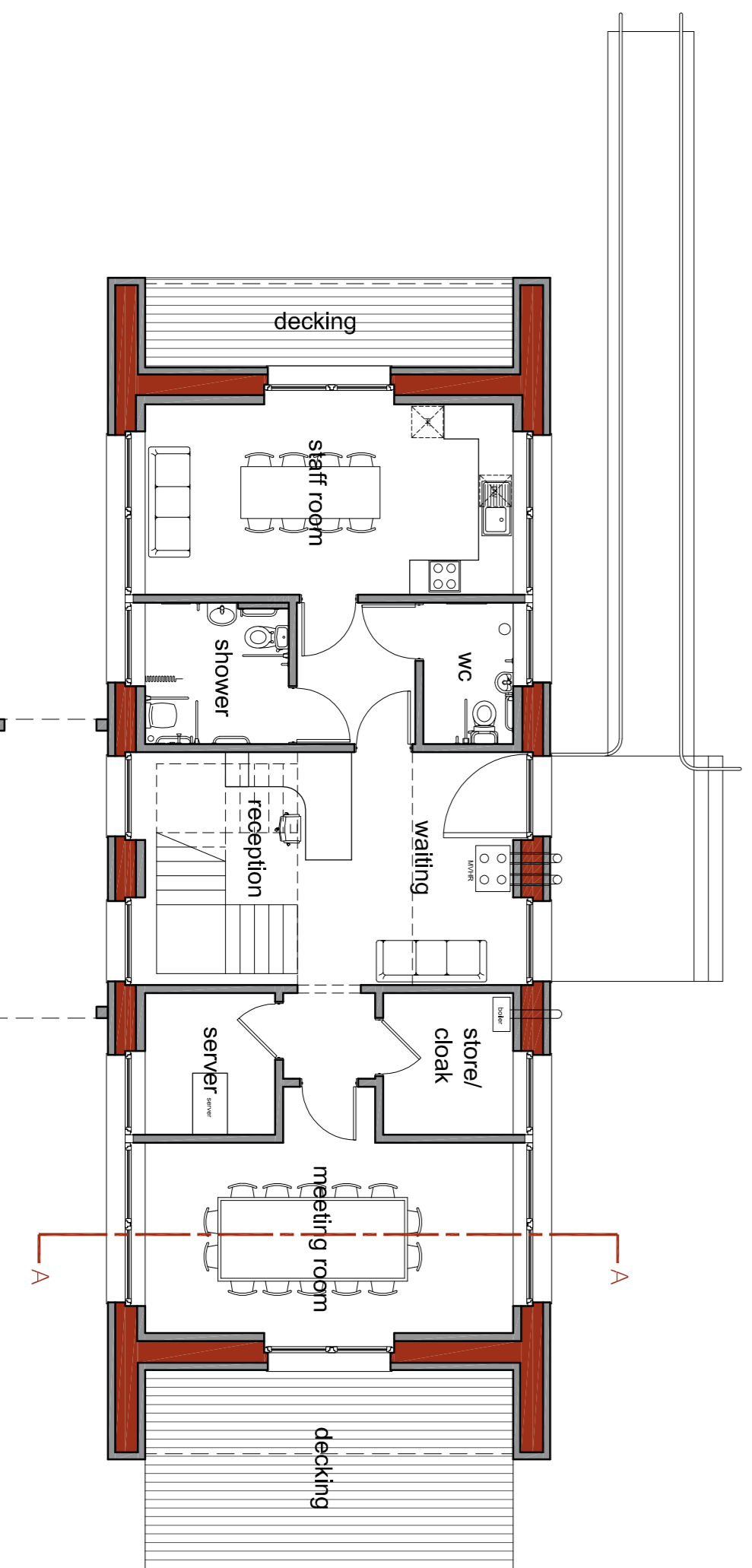
First Floor Plan
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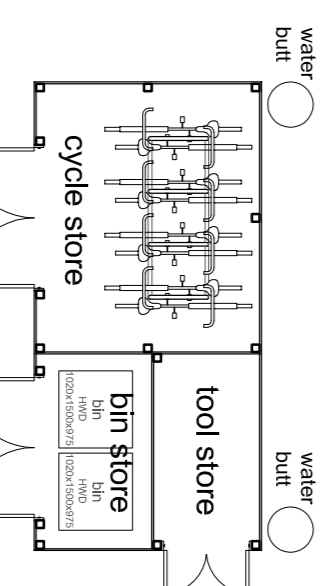
Section A-A
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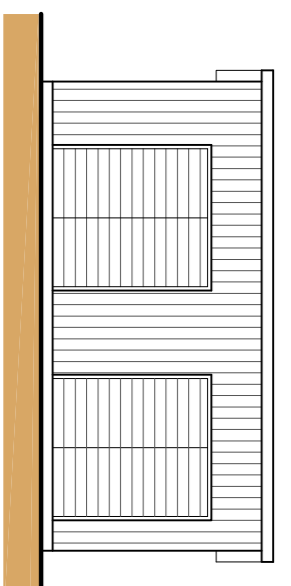
Section A-A
Showing Sustainable Strategies -
Scale: 1:100



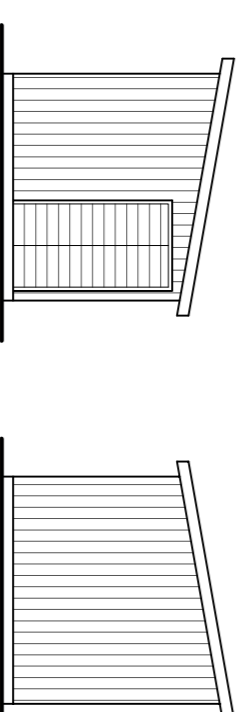
Ground Floor Plan
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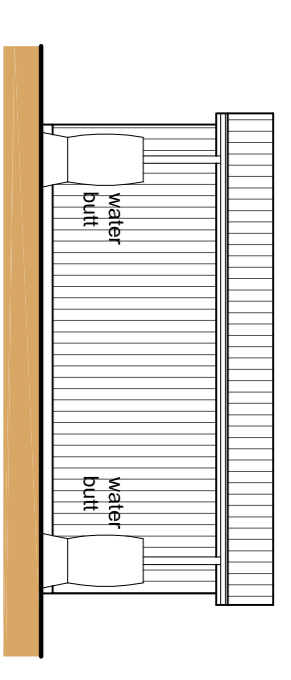
Store Floor Plan
Scale: 1:100



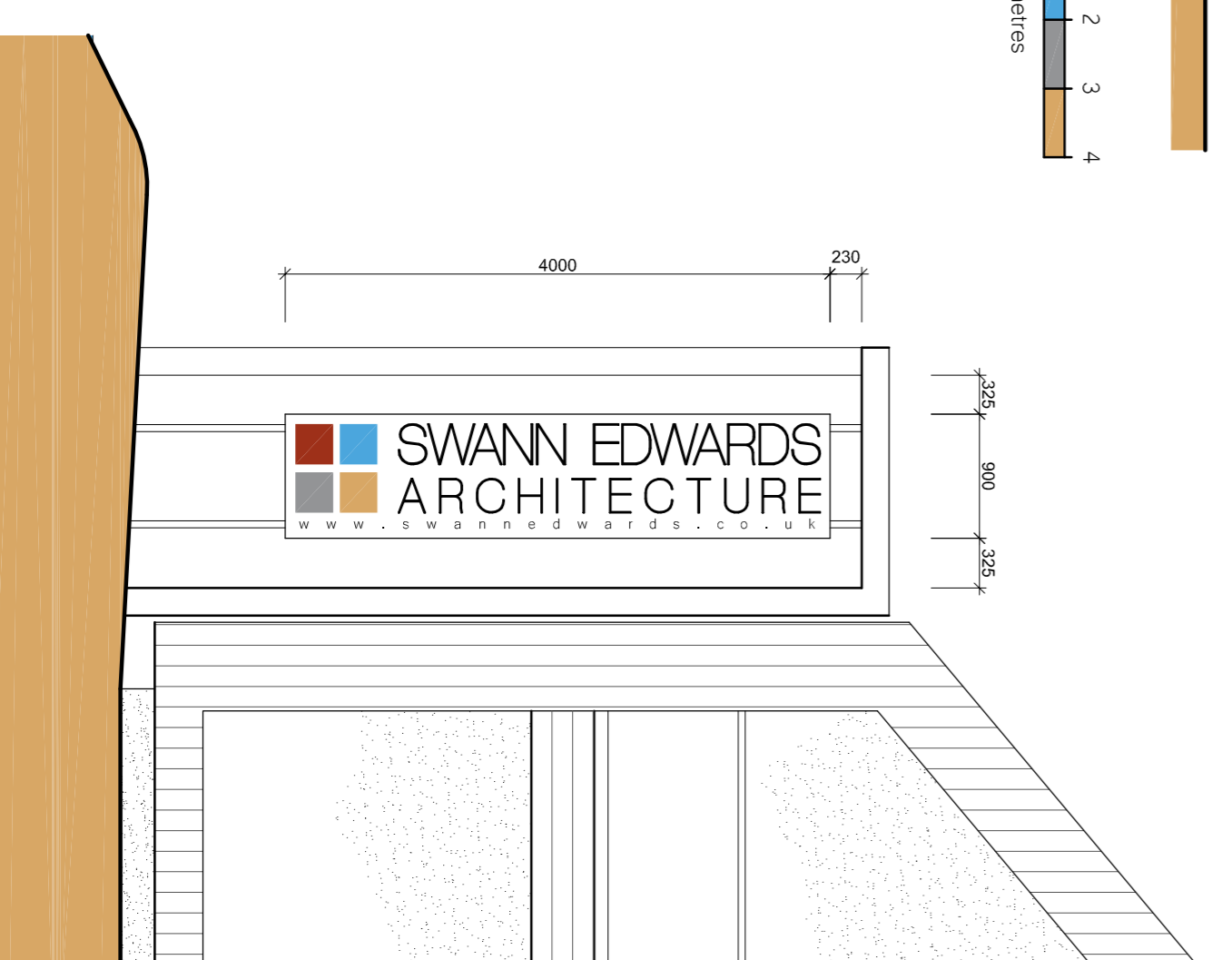
Store (E) Elevation
Scale: 1:100



Store Side (N&S) Elevation
Scale: 1:100



Store (W) Elevation
Scale: 1:100



Signage Detail
Scale: 1:50

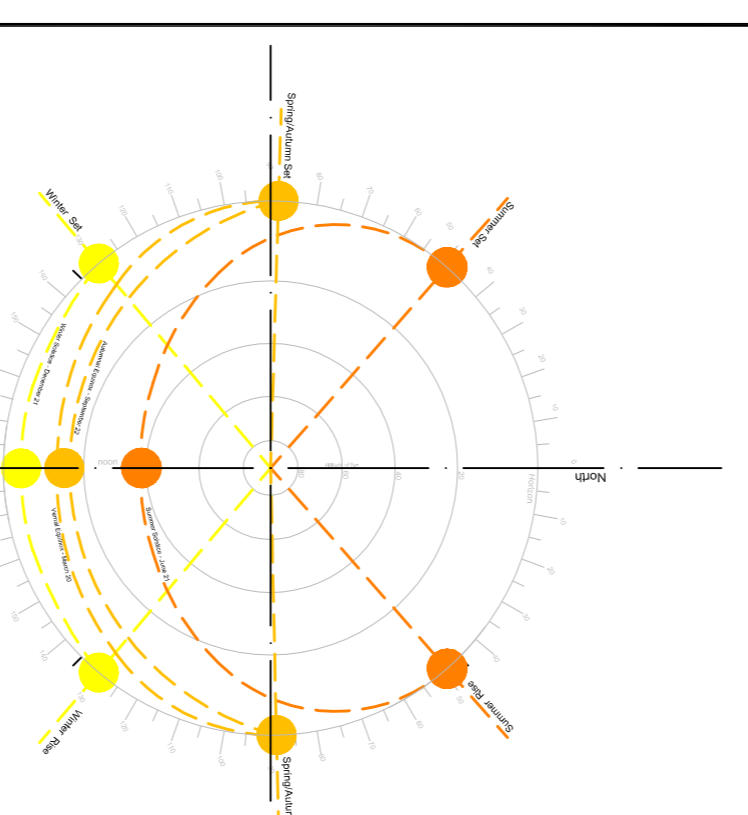
- General Notes**
1. This drawing shall not be scaled, figured dimensions only to be used.
 2. All dimensions are shown in 'mm' unless otherwise stated.
 3. The contractor, sub-contractors and suppliers must verify all dimensions on site prior to the commencement of any work.
 4. All work shall be carried out in accordance with the contract, and specialist sub-contractors drawings and specifications.
 5. Any discrepancies are to be brought to the designers attention.

ELEVATION KEY

- Indicates black vertical cladding
- Indicates black horizontal cladding
- Indicates through colour render
- Indicates engineering brickwork
- Indicates light glazed windows and doors
- Rainwater goods - secret gutters and hidden rmp

AREA SCHEDULE

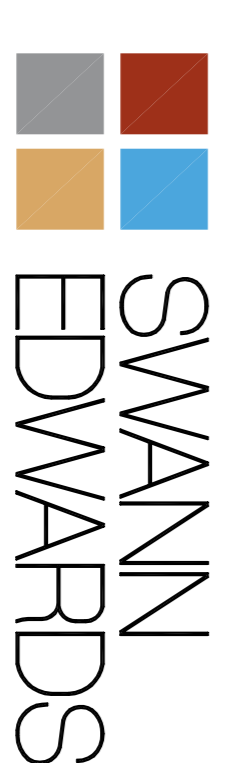
PROPOSED APPLICATION SITE AREA = 3594.5m² (0.88 Acres)
 PROPOSED OFFICE FLOOR AREA
 Ground Floor = 100.3m²
 First Floor = 103.3m²
 Total = 203.6m²



Stereographic Chart

Revisions	Planning Validation Comments
A	Jan 2014

FOR APPROVAL



Swann Edwards Architecture, Eyedean House, Gull Road,
 Swann, Gwynn, Walsby, Cambs. PE13 4EA,
 1 01415 450894 • info@swannedwards.co.uk • www.swannedwards.co.uk

Job Title	Date	Scale
Proposed Offices Land Adjacent Sunnyside, Fern Road, Gwynn, Walsby, Cambs. PE13 4EA, For: Swann Edwards Architecture	January 2014	Various Sheet Size A1

Drawing Title	Job No.	Drawn by
Floor Plans, Elevations & Sections	SE-107	JB
	Rev: 03	A1