

Application No: 22/03307/ADV

**John Stayte Services
82 Chesterton Lane
Cirencester
Gloucestershire
GL7 1YD**

Installation of single illuminated 48-sheet digital advertisement display at John Stayte Services 82 Chesterton Lane Cirencester Gloucestershire GL7 1YD

Advert Application 22/03307/ADV	
Applicant:	Alight Media
Agent:	Turnkey Design Partnership Ltd
Case Officer:	Cameron Berry
Ward Member(s):	Councillor Gary Selwyn
Committee Date:	14th June 2023
RECOMMENDATION:	PERMIT

1. Main Issues:

- (a) Residential Amenity
- (b) Public Safety

2. Reasons for Referral:

2.1 Ward Councillor Comments:

“I understand your reasons for wishing to permit, given the industrial nature of the surrounding area, however, the sign is very large - I'm presuming this will be used as an income stream for the business? Is it inappropriately large for the area - noting that the dimensions of the Wicks signs nearby were reduced in size at CDCs request.”

3. Site Description:

3.1 The application site consists of a parcel of land located on an industrial estate along Chesterton Lane, within the Cirencester Development Boundary. The site is located on a parcel of unoccupied land facing to the west of Chesterton Lane.

3.2 The application site is not located within the Cotswolds Area of Outstanding Natural Beauty or a Conservation Area.

4. Relevant Planning History:

4.1 None of relevance

5. Planning Policies:

EN1 Built, Natural & Historic Environment
TNPPF The National Planning Policy Framework
EN2 Design of Built & Natural Environment

INF4 Highway Safety
INF5 Parking Provision

6. Observations of Consultees:

6.1 Highways Officer - No Objection.

7. View of Town/Parish Council:

7.1 Objection on the grounds of the measurements of the proposed sign and the light pollution impacts on the nearby residential houses.

8. Other Representations:

8.1 None received

9. Applicant's Supporting Information:

- Drawings

10. Officer's Assessment:

10.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities considers interests of amenity (visual and aural) and public safety. These should take into account the provisions of the development plan (the adopted Cotswold District Local Plan 2011 - 2031 in this case), in so far as they are material, and any other relevant factors.

10.2 The policies and guidance within the revised National Planning Policy Framework (NPPF) are also a material consideration.

Background and Proposed Development

10.3 The proposed development seeks to install a single illuminated 48-sheet digital advertisement display, and replace the existing fence. The proposed fence will match the existing in terms of height and materials, the proposed illuminated digital advertisement display will measure approximately 3 metres in height, and 6 metres in width. The proposed display will display a new image every 10 seconds and would not contain any movement, animation or special effects. And the proposed screen will be limited to 300 candela/ sqm at night (600 candela in the day).

(a) Amenity

10.4 Cotswold District Local Plan Policy EN1 'Built, Natural and Historic Environment' states that new development will, where appropriate, promote the protection, conservation and enhancement of the historic and natural environment by, amongst other things; ensuring the

protection and enhancement of existing natural and historic environmental assets and their settings in proportion with the significance of the asset; ensuring design standards that complement the character of the area and the sustainable use of the development.

10.5 Local Plan Policy EN2 'Design of the Built and Natural Environment' states that development will be permitted which accords with the Cotswold Design Code (Appendix D). In particular, proposals should be of a design quality that respects the character and distinctive appearance of the locality.

10.6 Section 12 of the NPPF also seeks to achieve well-designed places, and considers good design to be a key aspect of sustainable development.

10.7 The Cotswold Design Code has a specific section on signage (D.67.7). This advises that new signage should be limited in number and scale, so as to not detract from the quality of the building and area. Additionally the signage should not be visually dominant or incongruous. The avoidance of too much information on new signs is also advised, instead limiting signs to the business name only, rather than including telephone numbers, website and such. Lighting of signage should be avoided. Internal illumination of signs is almost always unacceptable, especially in sensitive historic or landscape settings. Limited and subtly installed external illumination is sometimes permissible, usually for business premises with evening opening hours.

10.8 It is considered that the design, size and scale of the signage are appropriate for the scale and mass of the site and the street scene. Although the proposed signage is not set on Love Lane, it has been noted that the Wicks signs have been reduced at the CDCs request. The proposed Wicks sign on the shop front measure approximately 10 metres in width by 5 metres in height, this was reduced from 10.5 metres in width and 5.25 metres in height per the councils request. The Town Council has raised concern that the proposal would result in an increase in light pollution to the nearby residential dwellings. The proposed signage will be set approximately 45 metres from the closest residential dwelling (flats 7/8 Meadow Court). The dwellings located opposite within Fairview Court are set down from the street scene and views of the proposed signage will be blocked by the existing embankment.

10.9 The Cotswold Design Code notes that illuminated signage is almost always unacceptable, especially in sensitive historic or landscape settings. This site is however, site is set within a less sensitive commercial setting and not restricted by any landscape or heritage designations. The digital signs are proposed to be illuminated at a level of 600 cd/m (candela per square metre) and reduced to 300 cd/m at night. It is noted that there are very few if no 24 hour illuminated signs located within the immediate area. However, the site is not located within an Article 2(3) designated land as such it is considered there is no material planning harm arising from the scheme.

10.10 The signage would serve an existing commercial unit. The illumination is considered acceptable given the context, located on an existing commercial site where signage such as this is expected. Accordingly, the proposed signage is not considered to have a negative impact on the character of this commercial area and would not cumulatively create an unacceptably cluttered appearance.

(b) Public Safety

10.11 Local Plan Policy INF4 and INF5 states that development will be permitted that is well integrated with the existing transport network; minimises conflicts between traffic and cyclists or pedestrians, and avoids street clutter; and provides safe and suitable access.

10.12 Section 9 of the NPPF promotes sustainable transport. Paragraph 109 states that 'Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.'

10.13 The proposed illuminated signage is static, set back from the highway and would be viewed in the context of existing commercial buildings. It is noted that a Highways Officer has submitted no-objection to the proposed plans, as such the plans are considered not to obstruct the visibility splays or cause a distraction to passing drivers. The signage would therefore not cause any obstruction or distraction to the detriment of highway safety.

11. Conclusion:

11.1 The proposal is considered to comply with Local Plan Policies and material considerations, as such the proposal is recommended for permission.

11.2 This development is not liable for CIL because it is less than 100m² of new build that does not result in the creation of a dwelling, and therefore benefits from Minor Development Exemption under CIL Regulation 42.

12. Proposed Conditions:

1. Express consent is granted subject to the standard conditions set out in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Reason: To comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements must be maintained in a clean, tidy and safe condition and must not obscure road signs or railway.

2. The development hereby approved shall be carried out in accordance with the following drawing number(s): T4742 A4 050, T4742 A4 051, T4742 A4 060, T4742 A4 061.

Reason: For purposes of clarity and for the avoidance of doubt, in accordance with the National Planning Policy Framework.

3. The illumination levels of the proposed digital signage will not exceed 600 candela/sqm during the day and 300 candela/sqm at night.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act.