

UTT/13/0464/AV – SAFFRON WALDEN

(Referred to Committee at the request of a Local Member, Councillor Perry requested this case to be reported to Committee due to impact on community)

PROPOSAL: Freestanding gantry and car parking signage

LOCATION: The Crocus, Pleasant Valley, Saffron Walden

APPLICANT: Tesco Stores Ltd.

AGENT: CgMs Limited

EXPIRY DATE: 22.04.2013

CASE OFFICER: David Gibson

APPLICATION TYPE: Other Advertisements

1. NOTATION

1.1 Within development limits

2. DESCRIPTION OF SITE

2.1 The application site is a former public house that is due to be opened as a retail unit. At the time of the submission of the application the unit is vacant. The property benefits from a car park to the east and south of the building. The property is located at the junction of Pleasant Valley and Rowntree Way in Saffron Walden. The surrounding area is predominantly residential.

3. DESCRIPTION OF PROPOSAL

3.1 The applicant seeks consent for the erection of a gantry sign and various other car parking signs, to be sited at the above site.

3.2 The gantry sign is free standing, and would be located close to the eastern boundary of the site. It would have an overall height of 3.2m, will be 1.2m wide and will be 0.06m in depth. The site will be illuminated externally with static illumination and would have an illumination level of 260 cd/m. It would be constructed from aluminum and would have red/white text on a blue background.

3.3 A new 2 "welcome/good bye" sign would be located on the eastern boundary close to the entrance to the site. The sign would be fixed to a 1.2m high post and would have a height of 0.7m, a width of 0.8m and a depth of 0.003m. The sign will be non-illuminated. It would be constructed from aluminum. It would have white text on a blue background.

3.4 Three new "car park signs" would be erected at various points around the existing car park. One would be placed on the western boundary and two would be placed close to the eastern boundary. All three signs will face into the car park. The signs would be fixed to a 1.2m high post and would have a height of 0.4m, a width of 0.4m and a depth of 0.003m. The signs would be non-illuminated, constructed from aluminum and

would be black text on a yellow background.

4. APPLICANT'S CASE

4.1 See Design and Access Statement

5. RELEVANT HISTORY

5.1 UTT/12/6132/AV – Freestanding gantry and car park signage REFUSED – *'The proposed adverts are unacceptable by reason of their siting within the public highway which would be an obstruction to the detriment of public and highway safety, contrary to Uttlesford Local Plan Policies GEN1 and GEN2 and the Town and Country Planning (Control of Advertisements Regulations 2007'*

6. POLICIES

6.1 National Policies

National Planning Policy Framework

6.2 Uttlesford District Local Plan 2005

Policy GEN2 – Design

Policy GEN4 – Good neighbours

7. CONSULTATIONS

Highways Authority – No objections to the development

Environmental Health – No objections to the development

8. PARISH COUNCIL COMMENTS

8.1 No objections received

9. REPRESENTATIONS

9.1 The neighbouring units were consulted via direct neighbour notification. The comments received are summarised below. The full representations can be found on the planning file or on the Council website.

Mr Knight, The Limes, 26 West Road - I was very disappointed that the only reason for refusal on UTT/12/6132/AV was highways. I remain of the view that these signs are inappropriate in this residential area for the same reasons i gave in the previous application and ask that this application be refused for those reasons.

Martin Folwell – The proposed Tesco Extra is another bad use of what could have been a thriving community. Greene King should have been encouraged to redevelop the site into a Hungry Horse style pub. The new store will harm traders and bring nothing to the community. Tesco should not be allowed to monopolise areas.

Mr Dyer, 32A Pleasant Valley - trust that this slightly altered application will again be refused. The applicants are, not unexpectedly, playing with the rules rather than accepting the spirit of planning scrutiny and

Council decisions. The sight lines for road safety will not be effectively altered by their new submission. The nature of Pleasant Valley itself will be unnecessarily altered by an obtrusive sign of the dimensions submitted.

Mrs Armitage, 19 Mount Pleasant Road - As before, I strongly object to the Tesco Express development for the reasons stated before. It will put existing local shops out of business and will be a blot on the landscape of our town. I do not wish to consent to the freestanding gantry and car park signage accompanying this application. No consideration has been given to the neighbours who will be impacted by this development nor to the additional traffic this will create.

Mr White, Springlands, Hill Top Lane - The obtrusive and unsightly signage in a residential area is wholly inappropriate. The shop frontage provides sufficient advertising for the store. This is a busy crossroads with narrow roads and parked cars causing difficult sight lines. The gantry signage will obstruct vision down Rowtree Way for cars heading south and north. The loud and potentially illuminated colour scheme will distract the eye for drivers and pedestrians alike.

Mr and Mrs Jarvis, 38 Landscape View – We object to the extra light and intrusion this development will bring. Prospect of nuisance, noise, fumes, bright lights, extra traffic and inconsiderate parking.

Ms Sault, 12 Plantation Close - The gantry is still in a situated so that it will be difficult for cars to see what is coming up Pleasant Valley when trying to leave Rowtree Way, any sign with height in this position will cause problems being close to the path and as for illuminating it as well this is not appropriate in a residential area. As for the thank you sign this could be a small sign near the bushes on exit so at least residence do not have to see it close to the road, there are far too many signs in the area already.

V Riley, 5 Deynes Road - I wish to object to the above planning application because the freestanding gantry is far too tall and unsightly for a residential area and will not be pleasant for the surrounding houses to have so near their house.

AP Revell, 15 Monks Hill – I object to the development and to Tesco being there.

Mr Numan, 30 Pleasant Valley - I'm very disappointed that this type of signage, more appropriate for an out of town retail park, is again being considered for this property. As I pointed out in my previous objection comments, this store is being situated in a relatively quiet residential area, and if the store has to come, then it should be designed to function, and be visually suited to this kind of environment. Personally, I feel that any external signage, illuminated or otherwise, that is in addition to that which makes up the fascia on the building is superfluous, and unnecessary, especially considering the location of the store, and its already adequate visibility.

Mr Tilbrook, 12 Ingleside Court - As mentioned previously, a Gantry in a residential area is out of the question, will be a sight for sore eyes!
As for parking signs, why? surely anyone with an iota of sense will be able to see where the car park is! After all said and done, this is a RESIDENTIAL area, and these plans should not be accepted!

Mrs Williams, 46 Landscape View - We object to this application for signage. The site is in the middle of a fully residential area. The signage is overwhelming and completely out of character for the area. The signage will also restrict the view a car driver has on this road junction. It will also act as a distraction to a car driver. The

original pub had one small hanging sign and other small shops in the area have nothing. Tesco does not need any signage for what is according to them a tesco express or small local shop. This signage seems more fitting for a superstore.

10. APPRAISAL

10.1 The main issues to consider are:

- A. Whether the advertisements would be harmful to the amenities of the area (GEN2);**
- B. Whether the advertisements would constitute a hazard to public safety;**

10.2 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state that a local planning authority when determining an application made under these provisions shall only exercise its determination powers with regards to amenity and public safety. Any material policies of the development plan or other relevant factors shall be taken into consideration when making a determination. The Uttlesford Local Plan does not contain any specific policies relating to the display of advertisements; however Policy GEN2 would be appropriate.

10.3 1) The effect on amenity takes into consideration the impacts on the neighbouring residents and the general characteristics of the locality. The National Planning Policy Framework (NPPF) explains that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment therefore outdoor advertisements should be; efficient, which is to achieve maximum productivity, effective, which is producing a desired or intended result and simple in context.

10.4 As part of the determination of the application, the Environmental Health Department have been consulted in order to further assess the impact on the residential amenity of the neighbouring properties. No objections have been raised providing illumination levels do not exceed 400 cd/m, the signs are only illuminated during opening hours and the lights are arranged so as not to shine directly towards any dwelling and should be shielded to prevent light spillage beyond the boundary of the development. This can be conditioned on any approval.

10.5 The proposed adverts avoid the use of excessive illumination, restricted the gantry sign only with illumination limited to 260 cd/m. The development avoids highly glossy materials, unusually large lettering and intermitted light sources. The site is surrounded by residential properties but it is considered that the residential amenity will not be significantly impacted upon to the level to warrant refusal of the application due to the levels of level of illumination, a condition restricting the illumination of the signs to the hours of opening of the store and a condition ensuring light will not spill over the boundary of the site. The majority of the signs will not be illuminated at all. As such the proposed advertisements would not have a significant detrimental impact on the amenity of the neighbouring residents.

10.6 2) In the case of public safety, the relevant factors to consider include the safety of persons using any highway and whether the display of the advertisement would obscure traffic signs or would create a hazard.

10.7 As part of the determination of the application the views of the Highways Authority were sought to determine the impact of the proposals on highway safety. No objections have been received to the revised siting of the signs. The signs are located outside of land controlled by the Highways Authority and as such will not

have an impact on highway visibility and will not distract drivers. The proposal therefore accords with Policy GEN1 of the Uttlesford Local Plan (Adopted 2005).

11. CONCLUSIONS

- 11.1 The proposed adverts are considered to accord with the relevant national and local planning policies and will not have an adverse impact on the amenity of the area or the safety of the residents.

RECOMMENDATION – Approval with conditions

- 1 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition.

REASON: In the interests of visual amenity in accordance with policy G EN2 of the Uttlesford Local Plan (adopted 2005).

- 2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

REASON: In the interests of visual amenity in accordance with policy GEN2 of the Uttlesford Local Plan (adopted 2005).

- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried in accordance with details to be submitted to and approved in writing by the Local Planning Authority.

REASON: In the interests of visual amenity in accordance with policy GEN2 of the Uttlesford Local Plan (adopted 2005).

- 4 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.

REASON: In the interests of visual amenity in accordance with policy GEN2 of the Uttlesford Local Plan (adopted 2005).

- 5 This consent shall expire 5 years from the date of this notice or when the business occupying the premises changes, whichever is the sooner, whereupon the signage shall be removed and any damage repaired unless further consent to display has been given by the Local Planning Authority.

REASON: In the interests of visual amenity in accordance with policy GEN2 of the Uttlesford Local Plan (adopted 2005).

- 6 This consent does not authorise any flashing, intermittent or recurring form of illumination.

REASON: To prevent an inappropriate form of illumination within a residential area in accordance with policy GEN2 of the Uttlesford Local Plan (adopted 2005).

- 7 The intensity of illumination of the display shall not exceed a steady brightness of 260 candelas per square metre.

REASON: To prevent an inappropriate level of illumination within a residential area in accordance with policy GEN2 of the Uttlesford Local Plan (adopted 2005)

- 8 Prior to the first use of any lighting, the light sources shall be positioned and shielded to ensure that users of the highway are not affected by dazzle and/or glare and arranged so as not to shine directly towards any dwelling and should be shielded to prevent light spillage beyond the boundary of the development. Details of the positioning of the lights and the shielding shall be submitted to and approved in writing prior to the first use of the lighting.

Reason: To ensure that users of the highway are not subjected to glare and dazzle from lighting within the development in the interest of highway safety and in accordance with Policy GEN2 of the Uttlesford Local Plan (adopted 2005) and Policy DM1 of the Development Management Policies as adopted as County Council Supplementary Guidance in February 2011.

- 9 The signage hereby permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

REASON: In the interests of visual amenity in accordance with Policy GEN2 of the Uttlesford Local Plan (adopted 2005).