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| <b>APPLICATION NO.</b>  | <a href="#">P13/V0084/A</a>                        |
| <b>APPLICATION TYPE</b> | ADVERTISEMENT                                      |
| <b>REGISTERED</b>       | 16 January 2013                                    |
| <b>PARISH</b>           | ABINGDON   |
| <b>WARD MEMBER(S)</b>   | Jason Fiddaman<br>Aidan Melville                   |
| <b>APPLICANT</b>        | Greene King plc                                    |
| <b>SITE</b>             | The Magic Midget Midget Close Abingdon OX14<br>5NR |
| <b>PROPOSAL</b>         | Replacement free standing totem sign               |
| <b>AMENDMENTS</b>       | None   |
| <b>GRID REFERENCE</b>   | 448818/196061                                      |
| <b>OFFICER</b>          | Mark Doodes  |

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## 1.0 INTRODUCTION

- 1.1 The pub was constructed in the mid 1970's using red brick. It is largely single storey in nature with landlord's accommodation on the first floor. The property remains largely original save for some decking areas and soft landscaping. The front and side prominent elevations of the pub are dominated by a large tarmacadam car park.
- 1.2 The property is not listed and is not within a conservation area.
- 1.3 The application is for advertisement consent. The site plan and application drawings are **attached** at appendix 1.
- 1.4 The application comes to committee because Abingdon Town Council objects.

## 2.0 PROPOSAL

- 2.1 The proposal is to replace a triangular shaped (two sided) advertisement with a single sided trough illuminated sign measuring 3.3m high by 1.5m. The sign proposed is divided into three sections, one section is roughly equal in size to the existing sign, the second section is a similar size, whilst the third section sits on top of the sign. The applicant's agent has submitted good quality computer rendered drawings of the proposal to assist in assessing its impact. The materials proposed are steel posts with aluminium panels.

## 3.0 SUMMARY OF CONSULTATIONS & REPRESENTATIONS

- 3.1 Abingdon Town Council objects –  
*“The committee felt that the sign was out of character and in contravention to Policy DC15....The committee also coonsidered that the existing pictorial sign is an important part of the heritage of the town and English folk art, and should not be lost. The proposed new sign would adversiely affect both the character and appearance of the area.”*
- 3.2 County Highways Officer - No objections

## 4.0 RELEVANT PLANNING HISTORY

- 4.1 [P07/V0347](#) - Approved (26/04/2007)  
Erection of new covered walkway

4.2 [P02/V0514](#) - Approved (02/05/2002)  
Alterations to roof and doors and new window

4.3 [P01/V0928](#) - Approved (02/08/2001)  
Formation of new patio area with new full height windows/doors from lounge bar.

4.4 [P74/V0064/A](#) - Approved (17/01/1975)  
Illumination of sign and display panel

## 5.0 **POLICY & GUIDANCE**

5.1 Vale of White Horse Local Plan 2011 policies:

- DC16 – Illuminated advertisements

5.2 The Town and Country Planning (Control of Advertisements) Regulations 2007

## 6.0 **PLANNING CONSIDERATIONS**

6.1 The starting point for considering advertisement applications are the The Town and Country Planning Control of Advertisements Regulations (2007), which state that decisions need to be made following consideration of only two issues – amenity and public safety. In this instance, as the sign is on private land and does not overhang the footway, and as Oxfordshire County Highways have raised no objection to the proposed sign, there is not considered to be any harmful impact on public safety.

6.2 Local plan policy DC16 says that plans for illuminated signs should be approved "...where it is necessary for a business operating in the evenings or at night provided that...[ it does] not harm the visual amenity in the area or cause a hazard to highway safety". In this instance, the pub clearly has a strong evening trade, and the use of illumination is not uncommon, however the residential nature of the area means that a low level of illumination is required. The proposed 70 candella illumination by LED lights is considered to be low enough to not impact on nearby homes, local amenity or the character of the area. Therefore, the proposal is considered to comply with the local plan policy DC16.

6.3 Based on the above assessment, the application is considered to satisfy the requirements of the regulations and local plan policy DC16. Local plan policy DC15, cited by the Town Council in their objection, is not a saved policy. Furthermore, the references to a traditional pictorial sign is not a material consideration and, in any event, does not reflect what exists on site at present.

## 7.0 **CONCLUSION**

7.1 The proposed sign poses no threat to highway safety. The change to a single sign, from a double is a welcome change. The illumination of the proposed sign is not considered to be harmful to the modern character or setting of the pub or the amenity of the area. In addition, the proposed illumination is of a low level (approximately 70 candella, which is equivalent of 2.8 Lux at a distance of 5m ). Therefore, it is recommended that advertisement consent be granted.

## 8.0 **RECOMMENDATION**

**Grant advertisement consent subject to standard conditions 1 – 6 and:**

7 : Approved plans

Author: Mark Doodes  
Contact number: 01235 540519  
Email: mark.doodes@southandvale.gov.uk