

APPLICATION NO.	P13/V0009/A
APPLICATION TYPE	ADVERTISEMENT
REGISTERED	7 January 2013
PARISH	ABINGDON
WARD MEMBER(S)	Julie Mayhew-Archer Tony de Vere
APPLICANT	Marketgold Ltd
SITE	Land at Thames View Abingdon OX14 3UJ
PROPOSAL	1 x non-illuminated wall mounted sign and 2 x illuminated signs (re-submission of application P12/V2291/A)
AMENDMENTS	None
GRID REFERENCE	450040/197242
OFFICER	Abbie Gjoka

1.0 **INTRODUCTION**

- 1.1 The building is currently under construction and will be a care home. It is set back from the Waitrose car park in the centre of Abingdon, with residential properties located to the east of the site. A copy of the site plan is **attached** at appendix 1.
- 1.2 The application comes to committee because Abingdon Town Council objects.

2.0 **PROPOSAL**

- 2.1 This application seeks advertisement consent to display two ground mounted illuminated signs and one wall mounted non-illuminated sign. One of the ground mounted signs will be located on the eastern entrance of the site and the other will be located further around the side of the building. The two signs will be aluminium, powder coated in green and will be lit by ground mounted lighting. They will measure 1.05 metres in height with a width of 1.4 metres. The wall mounted sign will be brushed stainless steel lettering located 5.4 metres above ground level.
- 2.2 A copy of the application plans is **attached** at appendix 2.

3.0 **SUMMARY OF CONSULTATIONS & REPRESENTATIONS**

- 3.1 Abingdon Town Council objects:
“ Whilst the Committee had no objection to the signage itself, it recommended refusal on the grounds of illuminated signage facing into residential properties; due to its adverse effect on the character of the area and the amenity of neighbouring properties in contravention to policy DC20 (external lighting) of the adopted Vale of White Horse District Plan 2011”.
- 3.2 County Highways – No objections
- 3.3 Neighbour comments – One letter of objection has been received from no. 81 Thames View. The objections are summarised as follows:
- Light pollution
 - Will become a commercialised area

4.0 **RELEVANT PLANNING HISTORY**

- 4.1 [P12/V2291/A](#) - Refused (20/12/2012)
Erection of new internally illuminated signage

- 4.2 [P09/V2273](#) - Approved (05/05/2010)
Redevelopment of site to provide a care home (use class C2) and ancillary facilities plus landscaped gardens, car and cycle parking
- 4.3 [P01/V1374/A](#) - Approved (06/11/2001)
Display of new signage
- 4.4 [P00/V0801/RM](#) - Approved (26/10/2000)
Erection of 9 townhouses with integral single garages and parking, in one block of 4 and one block of 5 houses
- 4.5 [P97/V1245/O](#) - Approved (17/11/1997)
Residential development.
(Site area approximately 0.27 hectares)

5.0 **POLICY & GUIDANCE**

5.1 Vale of White Horse Local Plan 2011 policies:

DC1 – Design

DC5 – Impact on highway safety

DC9 – Impact of development on neighbouring uses

DC16 – Illuminated advertisements

6.0 **PLANNING CONSIDERATIONS**

- 6.1 The two ground mounted signs are relatively low in height and will be subtly lit from ground level. The intensity of the lighting will not exceed 20 lux and this can be controlled by condition. The site already benefits from an institutional use and the building currently under construction will be used as a care home. The level of lighting will be similar to the existing street lighting in the area. Due to the low level of illumination and the low height of the signs, it is not considered that the proposal would have a harmful impact on the amenity of the area, the residential amenity of neighbouring properties, or public or highway safety.
- 6.2 The proposed wall mounted sign will be located 5.4 metres above ground level and will be positioned between two windows. The sign is in proportion with the existing building and will be non-illuminated. It is not considered that the sign would have a harmful impact on the amenity of the area, the residential amenity of neighbouring properties or public or highway safety.

7.0 **CONCLUSION**

- 7.1 The proposal meets the requirements of policies DC1, DC5, DC9 and DC16 of the adopted local plan. The proposed signs and low level of illumination are considered acceptable and will not harm the amenity of the area or public or highway safety.

8.0 **RECOMMENDATION**

Grant advertisement consent subject to the following conditions:

Standard advertisements conditions 1 – 5

6. Development to be carried out in accordance with the approved plans

7. The intensity levels of the new illumination shall not exceed 20 lux

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