

APPLICATION NO.	P15/V2138/A
APPLICATION TYPE	ADVERTISEMENT
REGISTERED	7.9.2015
PARISH	ABINGDON
WARD MEMBER(S)	Katie Finch Helen Pighills
APPLICANT	Tasty PLC
SITE	Wildwood Kitchen, 1-3 Bury Street, Abingdon, OX14 2QY
PROPOSAL	Erection of illuminated fascia signs, projecting sign, non-illuminated planters and wind breakers.
AMENDMENTS	None
GRID REFERENCE	449743/197093
OFFICER	Penny Silverwood

SUMMARY

The application is referred to committee as Abingdon Town Council objects.

The proposal seeks advertisement consent for the erection of three illuminated fascia signs, one internally illuminated projected hanging sign, eight non-illuminated windbreakers and seven non-illuminated planters.

The main issues are:

- The impact on the visual amenity of the area, and adjacent conservation area, which is considered acceptable
- The impact on public and highway safety, which is considered acceptable.

The application is recommended for approval, subject to conditions.

1.0 INTRODUCTION

1.1 The application site is situated within Bury Street Precinct, adjacent to the Market Place in Abingdon town centre. The pedestrianised road, Bury Street runs along the north eastern boundary of the site. A copy of the site plan is **attached** at appendix 1.

1.2 The application comes to committee as Abingdon Town Council objects.

2.0 PROPOSAL

2.1 The application seeks advertisement consent for the erection of three illuminated fascia signs, one internally illuminated projected hanging sign, eight non-illuminated windbreakers and seven non-illuminated planters.

2.2 After receiving comments from the Town Council seeking clarification of the number of hanging signs being proposed, an amended illustrative photomontage has been submitted, and confirmation has been received that one hanging sign is being proposed to the north of the application site.

2.3 A copy of the application plans are **attached** at appendix 2.

3.0 **SUMMARY OF CONSULTATIONS & REPRESENTATIONS**

3.1 Abingdon Town Council	<p>Object –</p> <ul style="list-style-type: none"> • Impact on visual amenity of area • Impact on pedestrian access • Illumination of fascia signs would harm the visual amenity of the area and adjacent conservation area. • Colour of signs not in-keeping with the area • Adequate litter bins should be provided • Seeking clarification over the number of hanging signs being proposed.
Highways Liaison Officer (Oxfordshire County Council)	No objections, subject to conditions
Highways Records Team (Oxfordshire County Council)	Concerns raised regarding proposed location of street furniture on the public highway.

4.0 **RELEVANT PLANNING HISTORY**

4.1 [P15/V1219/FUL](#) - Approved (30/07/2015)

Application for mechanical works to new A3 use and creation of outdoor seating area,

[P15/V0055/FUL](#) - Approved (24/03/2015)

Change of use of the ground floor of units 1 - 3 and the first floor of unit 1 from Class A1 retail to Class A3 restaurant use

[P13/V2125/PEM](#) - Other Outcome (01/11/2013)

Change of use of ground floor of units 1-3 and first floor of unit 1 from Class A1 (retail use) to Class A3 (restaurant use) *MEETING*

[P13/V0436/A](#) - Approved (23/04/2013)

Illuminated bracket signs, seasonal banner signs and finger post signs

[P07/V0206/O](#) - Other Outcome (18/12/2012)

Removal of existing storage areas and erection of a single storey rear extension to units 9, 10, 11 and 12 Bury street.

5.0 **POLICY & GUIDANCE**

5.1 **National Planning Policy Framework 2012 and National Planning Practice Guidance 2014**

The NPPF replaces all previous PPG's and PPS's and also indicates the weight to be given to existing local plan policies. The local plan policies that are relevant to this application are considered to have a high degree of consistency with the NPPF and should therefore be given appropriate weight. The NPPG provides supplementary guidance to the NPPF.

Provisions of the NPPF and NPPG – Paragraph 67 states: “Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment”, and “Advertisements should be subject to control only in the interests of visual amenity and public safety, taking account of accumulative impacts”.

5.2 **Vale of White Horse Local Plan 2011**

The development plan for this area comprises the adopted Vale of White Horse Local Plan 2011. The following local plan policies relevant to this application were 'saved' by

direction on 1 July 2009.

Policy No.	Policy Title
DC1	Design
DC5	Access
DC16	Illuminated Signs
HE1	Preservation and Enhancement: Implications for development within a Conservation Area

5.3 Emerging Local Plan 2031 Part 1

The draft local plan Part 1 is not currently adopted policy and this emerging policy and its supporting text has limited weight as per paragraph 216 of the NPPF. Greater regard therefore is to be given to the NPPF in line with paragraph 14 and where relevant, the saved policies (listed above) within the existing Local Plan.

Policy No.	Policy Title
Core Policy 1	Presumption in favour of sustainable development
Core Policy 37	Design and local distinctiveness

5.4 Supplementary Planning Guidance

- **Design Guide – March 2015**

The following sections of the Design Guide are particularly relevant to this application:-

- Shopfronts (Principle DG93)

5.5 Neighbourhood Plans

Abingdon does not currently have a neighbourhood plan

5.6 Other Relevant Legislation

Human Rights Act 1998 – the provisions of the Human Rights Act 1998 have been taken into account in the processing of the application and the preparation of this report.

Equality Act 2010 – In determining this application the Council has regard to its equality obligations including its obligations under section 149 of the Equality Act 2010.

6.0 PLANNING CONSIDERATIONS

6.1 The main issues in determining this application are the impacts on the visual amenity of the area and the impact on public safety.

6.2 Impact on visual amenity

The precinct is characterised by existing retail and café units with a mix of external signage, including internally illuminated signs and street furniture. The proposal is for new signage, windbreakers and planters to serve Wildwood Kitchen. The application site has recently received planning permission for the change of use from Class A1 retail to Class A3 restaurant use (P15/V0055/FUL). The need and requirement of the signs and street furniture to advertise the business operating within the premises is acknowledged and accepted.

6.3 Objections have been raised by Abingdon Town Council on the grounds that the proposals would have a harmful impact on the visual amenity of the surrounding area including the adjacent conservation area and in particular the illumination of the fascia signs and the colour of the advertisements. Officers consider the proposed signage

relates well to the building and the surrounding street scene in terms of size, scale and appearance. The design and style of the proposed advertisements is considered to be modest and appropriate to the surrounding area. The proposals are not considered to significantly impact upon the character and appearance of the adjacent Abingdon Town Centre Conservation Area when viewed in context to the existing mix of signage on the Market Place and Bury Street.

6.4 In order to ensure the fascia signs and hanging sign are only illuminated during the hours of operation of the business and that the luminance levels are appropriate, it is considered reasonable and necessary to condition these elements.

6.5 **Impact on Public safety**

Objections have been raised by Abingdon Town Council on the grounds that the proposals would impact upon pedestrian access. The proposed windbreakers and planters are to be located below the existing pillars fronting Bury Street and planning permission for outdoor seating in this location has already been granted under application P15/V1219/FUL. Therefore it is not considered in the officer's opinion that there would be an impact upon public safety.

6.6 Oxfordshire County Council's Highways Records team have been consulted and have confirmed that the proposed location for the majority of the street furniture is to be situated on public highway land. The applicant would need to apply for a licence to situate the street furniture in this location. However this is not considered to inhibit the granting of planning permission. It is considered appropriate to attach an informative to make the applicant aware of the licence that would be required.

6.7 Oxfordshire County Council's Highways Liaison Officer has been consulted and raised no objections, subject to conditions being secured for the period and intensity of illumination. Justification for the inclusion of such conditions has been addressed above.

6.8 **Other considerations**

The town council has raised concerns regarding the need for litter bins to be provided. Permission for the creation of an outdoor seating area has already been granted under application P15/V1219/FUL, therefore the provision of litter bins is not a material planning consideration for this advertisement consent application.

7.0 **CONCLUSION**

7.1 The proposed advertisements will not harm the visual amenity of the area or public safety. The proposal therefore complies with the provisions of the development plan, in particular policies DC1, DC5, DC16 and HE1 of the adopted Vale of White Horse Local Plan. The proposal is also considered to comply with the provisions of the council's adopted Design Guide and the National Planning Policy Framework.

8.0 **RECOMMENDATION**

8.1 **To grant consent to display advertisement, subject to the following conditions:**

1. **Approved plans.**
2. **Intensity of Illumination.**
3. **Period of illumination.**
4. **Time limit - Full Application.**

Informative:

1. **Highway licence required**

Author: Penny Silverwood
Email: penny.silverwood@southandvale.gov.uk
Contact No: 01235 540546