



Application No: 151826

Location: Car Park at, Sheepen Road, Colchester

Scale (approx): 1:1250

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7.2 Case Officer: Sue Jackson

Due Date: 06/11/2015

OTHER

Site: Car park at Sheepen Road, Colchester

Application No: 151826

Date Received: 26 August 2015

Agent: Kevin Whyte, Barefoot & Gillies

Applicant: Mr Reg Patterson, Colchester Borough Council

Development: 1 no totem sign board to front of building.

Ward: Castle

Summary of Recommendation: Conditional Approval

1.0 Reason for Referral to the Planning Committee

- 1.1 This application is referred to the Planning Committee because the applicant is Colchester Borough Council.

2.0 Synopsis

- 2.1 The key issues explored below are the impact of the sign on the amenity of the surrounding area and public safety.

3.0 Site Description and Context

- 3.1 The site, which is the same as that of the previous item, has a corner location facing the roundabout at the bottom of Balkerne Hill and a frontage to Sheepen Road and West Way. The specific location for the advertisement is the Sheepen Road/Westway corner just in front of the building.

4.0 Description of the Proposal

- 4.1 The proposal is for a single advertisement panel 3 metres wide, 6 metres high and 0.5m deep constructed of brick to match the building with built up acrylic lettering and halo lighting. The sign comprises the company name "Birkett Long and logo"

5.0 Land Use Allocation

- 5.1 Mixed Use

6.0 Relevant Planning History

- 6.1 Application 151825 Proposed phased development of 2 new office buildings and associated outbuildings, parking and landscaping. (The previous item on this agenda)

7.0 Principal Policies

7.1 Planning law requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. The National planning Policy Framework (NPPF) must also be taken into account in planning decisions and sets out the Government's planning policies are to be applied. The NPPF makes clear that the purpose of the planning system is to contribute to the achievement of sustainable development. There are three dimensions to sustainable development: economic, social and environmental.

7.2 Continuing the themes of the NPPF, the adopted Colchester Borough Core Strategy (adopted 2008, amended 2014) adds detail through local strategic policies. Particular to this application, the following policies are most relevant:

CE2 - Mixed Use Centres
UR2 - Built Design and Character

7.3 In addition, the following are relevant adopted Colchester Borough Development Policies (adopted 2010, amended 2014):

DP1 Design and Amenity

7.5 Regard should also be given to the following adopted Supplementary Planning Guidance/Documents:

Shopfront Design Guide

8.0 Consultations

8.1 Highway Authority has raised no objection and comments that the proposal is in accordance with the Highway Authority's Development Management Policies as adopted as County Council Supplementary Guidance in February 2011

In addition to the details reported above, the full text of all consultation responses is available to view on the Council's website.

9.0 Parish Council Response

9.1 N/A

10.0 Representations

10.1 None received

11.0 Parking Provision

11.1 N/A

12.0 Open Space Provisions

12.1 N/A

13.0 Air Quality

13.1 The site is outside of any Air Quality Management Area and will not generate significant impacts upon the zones.

14.0 Development Team and Planning Obligations

14.1 This application is not classed as a "Major" application and therefore there was no requirement for it to be considered by the Development Team and it is considered that no Planning Obligations should be sought via Section 106 (S106) of the Town and Country Planning Act 1990.

15.0 Report

15.1 There are two issues to be assessed in determining an application for advertisement consent. The first is impact on "amenity", consideration has to be given to the effect upon the appearance and visual amenity of the immediate area. It is considered that the impact of the advertising on the surrounding area will be minimal and the sign will be seen against the backdrop of the new office building. The immediate area comprises office and residential development. Existing premises have limited signage and the sign proposed is in keeping with signage already present in the area. The proposed advert will not impact on residential amenity. Halo illumination is proposed which accords with adopted guidance.

15.2 The second issue is public safety and regard has to be given to the effect upon the safe use and operation of any form of traffic or transport. Members will note no objection has been received from the Highway Authority.

16.0 Conclusion

16.1 Given the lack of impacts upon the amenity of the area and upon public safety it is recommended that Planning Committee approve the application subject to the conditions below.

17.0 Recommendation

17.1 APPROVE subject to the following conditions

18.0 Conditions

1 - Standard Advert Condition

Unless an alternative period is specifically stated in the conditions below, this consent expires five years from the date of this decision and is subject to the following standard conditions:

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

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

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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.

5. No advertisement shall be sited or displayed as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: In order to comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 - *Development to Accord With Approved Plans

The development hereby permitted shall be carried out in accordance with the details shown on the submitted drawings 1842DE30-01rev A , 02 rev A and 1842 DE 90-01 rev A.

Reason: For the avoidance of doubt as to the scope of this permission and in the interests of proper planning.

3 - Letters/Symbols only to be illuminated

The illustrated fascia shall be constructed so that only the letters or symbols are illuminated and the background shall have a matt external finish and shall be impervious to the passage of light.

Reason: To ensure that the fascia sign does not appear unduly prominent or obtrusive in the street scene in the interests of visual amenity.

4 - Non-Standard Condition/Reason

The sign permitted by this consent shall only be illuminated Monday - Friday during the opening hours of the premises to which it relates or 21.00 hours whichever is the earlier.

Reason: This is an area where illumination is not common and where unlimited or excessive use of lighting could be detrimental to the visual amenity of the area.

19.0 Positivity Statement

19.1 The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.