

APP08

Application Number: 12/02545/ADV
Other

Advert consent to display 3 x fascia signs (retrospective)

AT 15 Tower Crescent, Neath Hill, Milton Keynes

FOR Mr Tanveer Manawar

Target: 16th January 2013

Ward: Linford South

Parish: Great Linford Parish Council

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1.0 INTRODUCTION

(A brief explanation of what the application is about)

1.1 The Site

The application site is an existing hot food retail outlet located within the local centre at Neath Hill. The premises are accessed via Tower Drive and within Tower Crescent are parking spaces available for visitor parking. Details of the location of the site and its relationship to surrounding properties can be seen in the plans attached to this report.

1.2 The Proposal

This application seeks retrospective advertisement consent for three adverts – two located on the elevations facing towards Tower Crescent and one facing externally onto Tower Drive.

The advertisement details are as follows:

- Rear (Sign 1)
280 cm x 60 cm non-illuminated sign with cut out vinyl text.
- Above The Entrance (Sign 2)
280 cm x 60 cm illuminated.
- Front Above Window (Sign 3)
300 cm x 60 cm illuminated.

Details of the proposal as described above can be seen in the plans appended to this report.

2.0 RELEVANT POLICIES

(The most important policy considerations relating to this application)

2.1 National Policy

National Planning Policy Framework March 2012:

- Paragraphs 67-68

2.2 Local Policy

Supplementary Planning Guidance

Milton Keynes Outdoor Advertising policy 2005.

3.0 MAIN ISSUES

(The issues which have the greatest bearing on the decision)

- 3.1 - The impact of the advertisements upon the Public safety and amenity. Two of the advertisements are considered to be acceptable (numbers 2 and 3) and one advert is deemed to be unacceptable by virtue of its impact on the amenity of the area (number 1).

4.0 RECOMMENDATION

(The decision that officers recommend to the Committee)

- 4.1 It is recommended that a split decision is made and that advertisement consent is granted for two of the existing signs (numbers 2 and 3) and that one sign (number 1) is refused advertisement consent.

5.0 CONSIDERATIONS

(An explanation of the main issues that have lead to the officer Recommendation)

5.1 Amenity

The local centre is characterised by retail, hot food take away and professional service uses with a variety of existing signage types in place. The two existing advertisements facing into Tower Crescent are already in situ and can be viewed from various locations. Advertisements are a common feature on units in the local centre. These two advertisements are deemed to be acceptable in the context of the character of the local area.

- 5.2 The advertisement located along the rear of the building is considerably larger than numbers 2 and 3. There are other smaller signs along the rear elevation of this building however these are more discrete and less prominent. On this basis the non-illuminated advertisement along the rear elevation is deemed to be visually prominent from the public realm to the detriment of the amenity of the local area and is unacceptable.

5.3 Public Safety

The two advertisements located on the premises facing into Tower Crescent

are not visible from the public highway and as a result there is not expected to be any impact upon highway users. There are other illuminated advertisements within Tower Crescent and consequently the two illuminated signs which have already been installed are not expected to have a detrimental impact upon visitors to the local centre.

6.0 CONDITIONS

(The conditions that need to be imposed on any planning permission for this development to ensure that the development is satisfactory. To meet legal requirements all conditions must be Necessary, Relevant, Enforceable, Precise and Reasonable)

Signs on the front and side for the term of five years only from today subject to:

A. the following general conditions contained in the above mentioned Regulations:

- (a) the standard conditions set out in Part I of the First Schedule to the above mentioned regulations (a copy of which conditions is printed after the Notes);
- (b) in accordance with Regulation 6(4) of the above mentioned Regulations, before any advertisement is displayed in pursuance of this consent the permission of the owner of the land on which the advertisement is to be displayed or other person entitled to grant permission in relation thereto shall be obtained;

REASONS

(The reasons that officers recommend that the application should be refused. The reasons must be ones that the Council can demonstrate with evidence, should the applicant appeal against the refusal.)

The proposed non-illuminated advertisement on the rear elevation will, by virtue of its size and siting, result in a visually prominent and highly visible feature and would be harmful to the amenity of the area to its detriment. This aspect of the proposal is therefore contrary to the advice of the National Planning Policy Framework and the Milton Keynes Outdoor Advertising Policy 2005.

Appendix to 12/02545/ADV

A1.0 RELEVANT PLANNING HISTORY

(A brief outline of previous planning decisions affecting the site – this may not include every planning application relating to this site, only those that have a bearing on this particular case)

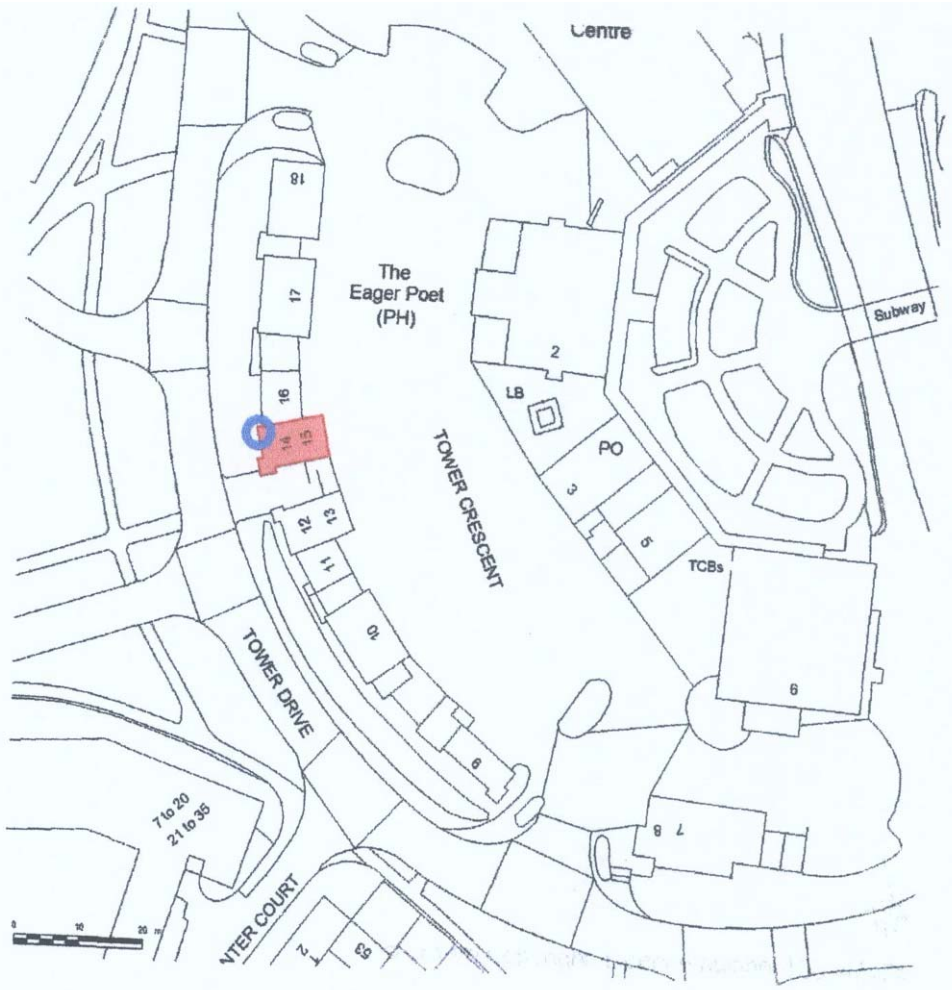
A1.1 12/00010/FUL

Change of use from office (use class B1) to takeaway (use class A5) and the installation of new entrance doors and extract flue to south side elevation and shutters to the existing entrance doors in north side elevation
Permitted 11.06.2012

A2.0 ADDITIONAL MATTERS

(Matters which were also considered in producing the Recommendation)

A2.1 None.

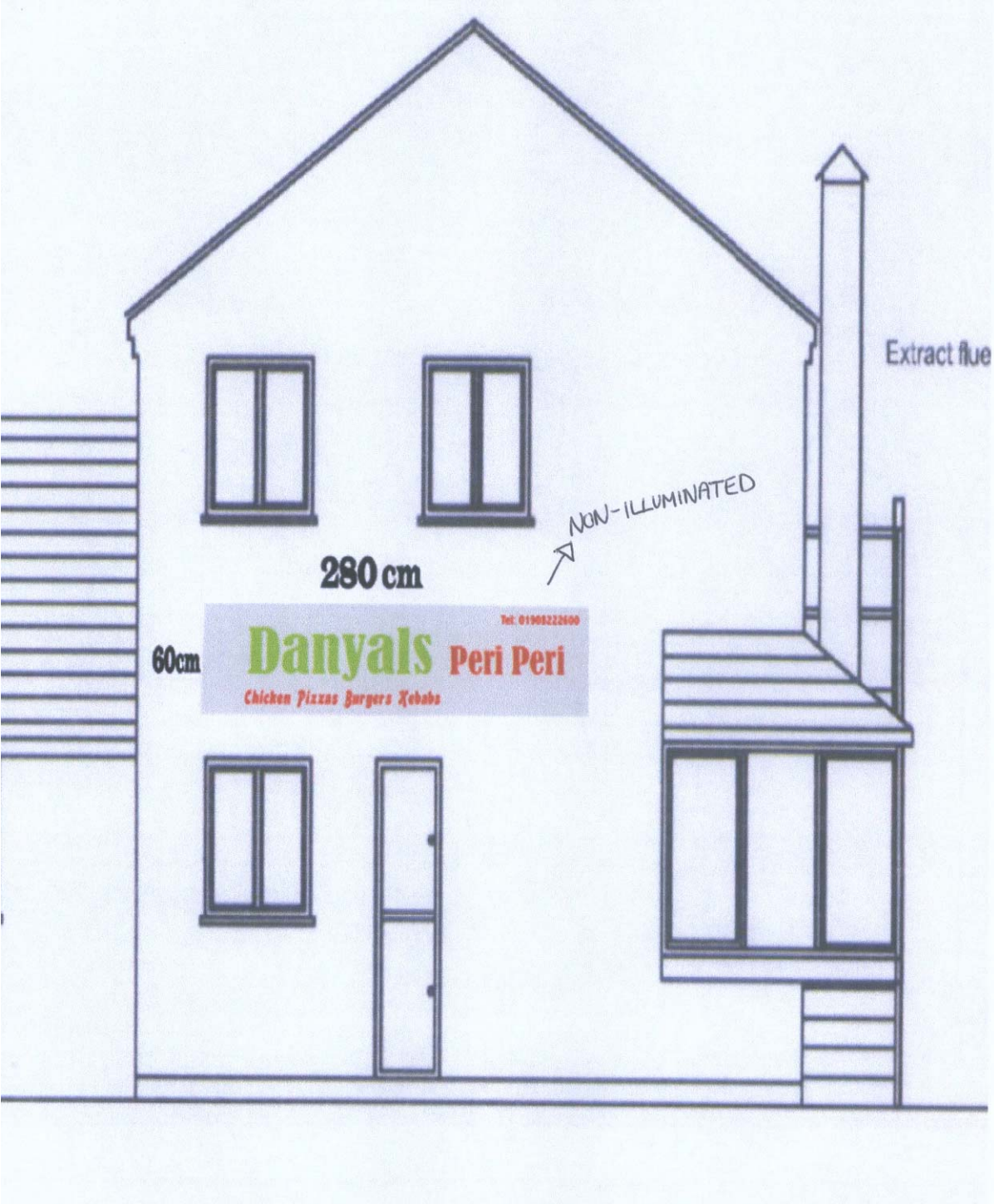


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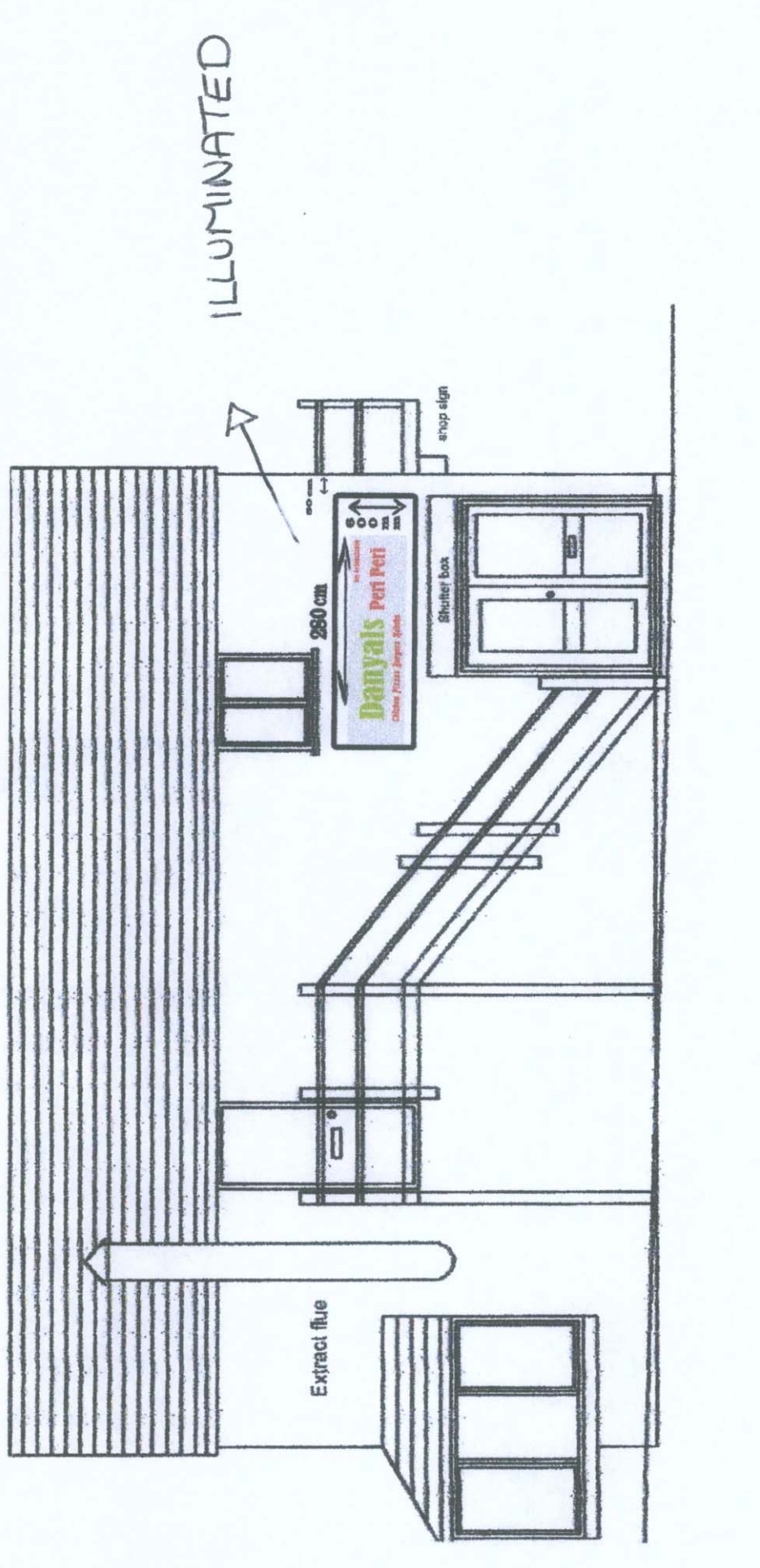
Front (Sign 3)



Rear (Sign 1)



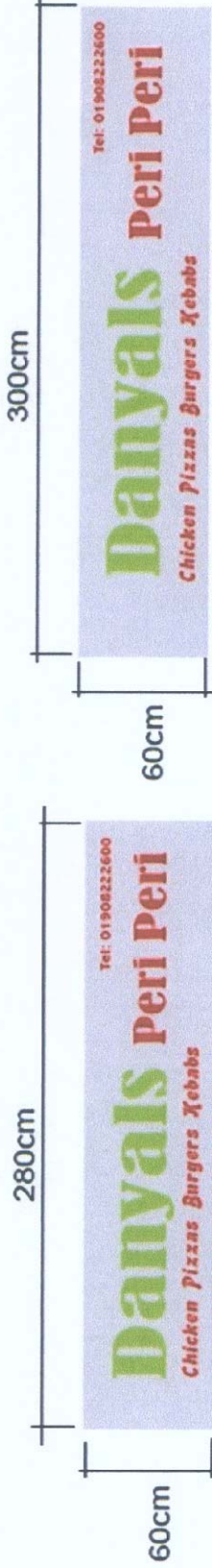
Sign 2)



Non illuminated sign with cut out vinyl text



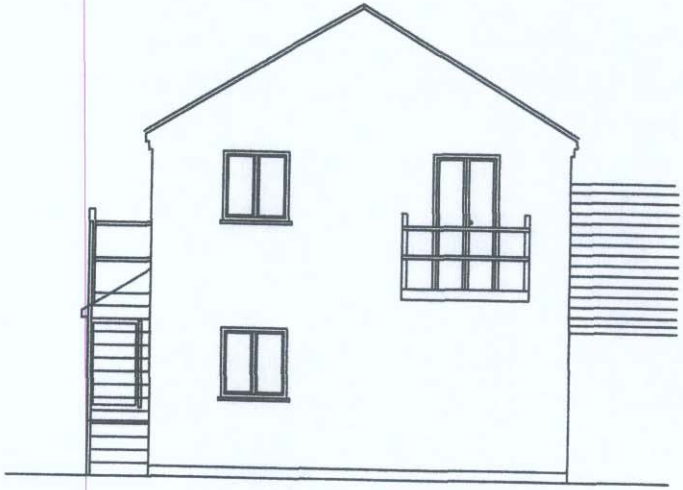
Rear



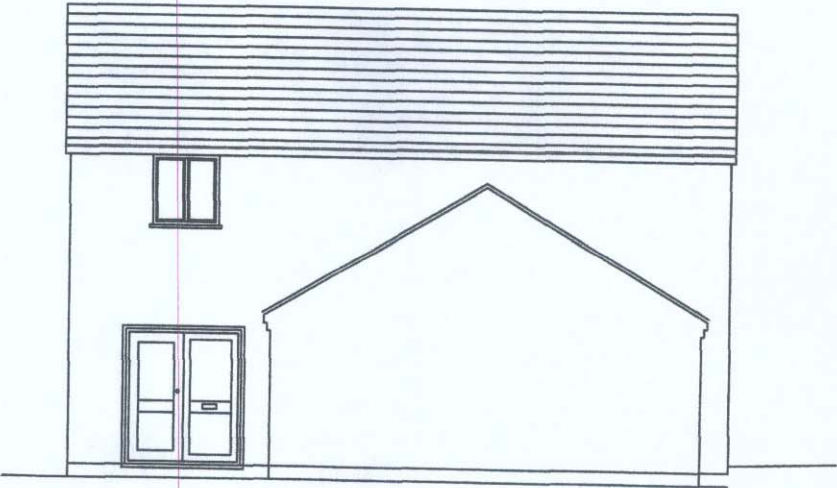
Front, above window

Above the entrance

300cm



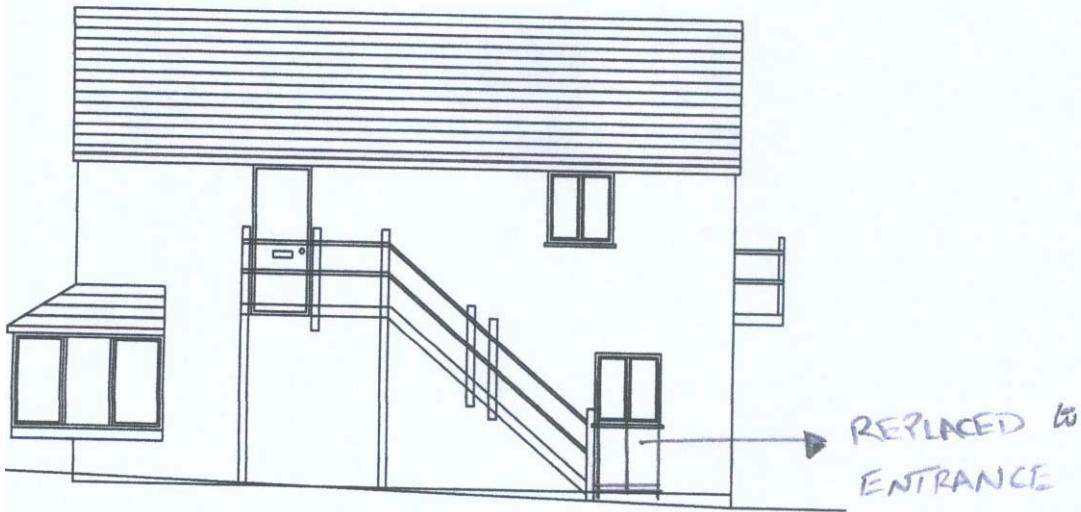
EXISTING FRONT ELEVATION



EXISTING SIDE ELEVATION



EXISTING REAR ELEVATION



EXISTING SIDE ELEVATION

A3.0 CONSULTATIONS AND REPRESENTATIONS

(Who has been consulted on the application and the responses received. The following are a brief description of the comments made. The full comments can be read via the Council's web site)

Comments	Officer Response
A3.1 GLPC recommends refusal of planning permission for two of the proposed signs: <ul style="list-style-type: none">• Rear [facing Tower Drive within the curtilage of Parks Trust demise] 2.8m wide by 0.6m deep 2.85m above the ground non-illuminated.• Front [facing Tower Crescent– a MKC adopted highway] 3.0m wide by 0.6m deep 2.75m above the ground internally illuminated	Noted.
A3.2 The proposed signs do not comply with: - <ol style="list-style-type: none">1. MK Adopted Planning Policy D1 (iii) visual intrusion and D2A (i) (iii) Character of townscapes and Quality of public realm D2 (i) (ii) not in scale and does not relate well or enhance the surrounding environment.	Local Plan policies do not address adverts. The relevant policy consideration is the NPPF paras 67 – 68 and the Milton Keynes Outdoor advertising policy 2005.
A3.3 2. The DSLG guide.	The DCLG advertising guide sets out parameters for which advertisers could erect signs without needing consent. The adverts proposed fail these guidelines and as a result require formal consent. This is why the application is submitted.
A3.4 3. Do not comply with the approval given by the building owner the Parks Trust.	Not a relevant consideration.