

Application No: [W 24 / 0045](#)

Town/Parish Council: Kenilworth
Case Officer: Erin Weatherstone
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Registration Date: 29/02/24
Expiry Date: 25/04/24

Castle Farm Leisure Centre, Fishponds Road, Kenilworth, CV8 1EY

1x Scout and Guide Flagpole Advertisement; 1x Totem Welcome Sign for Everyone Active (to be located at the entrance to the main car park area); 2x (Fascia) Scout and Guide Logos (to be located on the building frontage of the Scout and Guide Centre); and 4x Wayfinding Signposts (to provide directions to the various facilities in the area); 3x Fascia Signs reading 'Entrance', 'Castle Farm Sports Centre' and 'Kenilworth Scout & Guide Centre' respectively which are already in situ (located on the building frontage of the Scout and Guide Centre). FOR Warwick District Council

This application has been triggered to be considered by Members at Planning Committee because the application has been submitted by Warwick District Council and is not for a routine minor development.

RECOMMENDATION

Planning Committee are recommended to APPROVE Advertisement Consent.

DETAILS OF THE DEVELOPMENT

Advertisement Consent is sought for the erection of several new advertisements around Castle Farm Leisure Centre complex. The advertisements include 3 fascia signs and 2 logo signs on the existing building, 4 Way Finding Signposts, a Totem Welcome Sign and 1 flagpole with a Scout and Guide advertisement. The works are part retrospective.

THE SITE AND ITS LOCATION

The application site lies to the west of Kenilworth Town with vehicular access from Fishponds Road. The site lies in the West Midlands Green Belt and forms a parcel of land which contains Castle Farm Leisure Centre (which was granted planning permission by reference W/24/0169) with associated parking and external areas (including parking, and skatepark), which adjoins countryside to the west. The site lies within Coventry Airport Safeguarding area.

PLANNING HISTORY

W/21/0169- Demolition of existing sports centre and erection of new sports centre and Scout and Guide Headquarters with associated parking and landscaping. Granted 20/10/2021.

RELEVANT POLICIES

- National Planning Policy Framework

Warwick District Local Plan 2011-2029

- BE1 - Layout and Design
- TR1 - Access and Choice

Kenilworth Neighbourhood Plan (2017-2029)

- KP7 - Castle Farm
- KP13 - General Design Principles

Guidance Documents

- Kenilworth Design Advice (Shops, Warwick Road area)

SUMMARY OF REPRESENTATIONS

Kenilworth Town Council: Members welcome the new wayfinding signs and their link with the local design guidance (22/03/2024).
No objection (03/05/2024).

WCC Highways Authority: No objection (09/05/2024).

Public response: No representations received.

ASSESSMENT

Express Advertisement Consent is sought for a series of advertisements around the application site linked to the Leisure Centre Use and Scout and Guide use.

When considering Advertisement Consent applications, The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) states that powers may be exercised in the interest of amenity and public safety only taking into account the provisions of the development plan so far as they are material and any other relevant factors including heritage.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. It continues to state that advertisements should be subject to control only in the interest of amenity and public safety, taking into account of cumulative impacts. Furthermore, the NPPG states that

Amenity

The application site does not form part of an existing streetscene and is set to the west of Fishponds Road, located to the rear of the existing residential development. To the north and west of the site lies open countryside.

Advertisement consent is proposed for several signs within the complex of Castle Farm Leisure Centre and associated Scout and Guide Headquarters which includes the parking area, skate park and associated open space.

Policy BE1 seeks to ensure that development positively contributes to the character and quality of its environment including the need to reflect, respect and reinforce the local architectural and historical distinctiveness of the area and adopt appropriate materials.

NDP Policy KP13 seeks to ensure that proposals achieve a standard of design that is appropriate to the local area and there is a positive response to the site and surroundings. Furthermore, the Kenilworth Guidance on Shopfronts is a material consideration and provides design advice. With respect to fascia signs, it states that these should be proportionate to the scale of the building and that any lettering will generally have a height of 300mm or less.

The proposal includes the erection of a new Totem sign which will measure approximately 2.4m in height with a width of 1.2m. This sign will display the facilities and a description of the site. This sign will be set edge of the access road within the application site. The siting will be on the edge of the Root Protection Area of the existing trees and officers are satisfied that this will not result in unacceptable harm to these trees which result in an adverse amenity impact.

Throughout out the site four fingerposts are proposed, these will be located at various junctions across the external areas. Three signs are proposed along the east of the site. The fingerposts will measure approximately 2.9m in height to the highest point with projecting signs which measure approximately 0.8m long and 0.1m in depth. The fingerposts will be circular in design, will be constructed of steel and will be finished with a coated finish with a finial at the top of the post.

On the front elevation of the building a number of signs are proposed including individual lettered signs and two logos. These signs are retrospective. These will be finished in a soft palette of colour including, purple and grey which officers consider will be sympathetic to the character of the host building. The scale of the signs proposed are considered to be of an appropriate scale to the host building.

To the rear of the host building a new 8m flag pole is proposed. This element is retrospective and is located along the western boundary of the outside space located to the rear of the building. The flagpole proposed is constructed of fibreglass.

The site lies in a semi-rural area and officers consider that the signs will be viewed within the context of the wider Leisure development and be of an appropriate scale. In addition, the submission confirms that the signs will not be illuminated which officers consider will be sympathetic to the semi-rural character of the site.

Subject to the proposal being carried out in accordance with the approved plans, which can be secured via condition, officers are satisfied that the proposal does

not give rise to harm to the amenity of the area having regard to Policy BE1 and NDP Policy KP13.

Public Safety

The application site lies to the west of Fishponds Road and is accessed via an existing access which serves the Leisure Centre Building and Scout and Guide Headquarters. The proposed signs will be non-illuminated and set within the application site which contains an existing parking area and internal access roads.

In line with Policy TR1 proposals are only permitted if they do not result in a detrimental impact on highways safety. Furthermore, paragraph 114 of the NPPF states that proposals should only be refused on highways safety grounds where they would result in an unactable impact on highways safety.

In response to the application WCC Highway Authority has raised no objection to the development.

Having regard to the proposal officers area satisfied that the proposal is not considered to give rise to any adverse public safety concerns or highways safety matters having regard to Policy TR1 and paragraph 114 of the NPPF.

Conditions

All advertisements are subject to the Standard Conditions set out in Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

CONDITIONS

- 1 The advertisement(s) hereby permitted shall be displayed strictly in accordance with the details, contained within the Application form and shown on the site location plan and approved drawing(s):
 - Totem Sign- Drawing No. 01, Rev 01 (Dated 21/11/2023)
 - Proposed Flagpole Details and Specifications
 - Scout and Guide Logo Details Plan and Specifications
 - Fingerpost Plan (ST2)
 - North and East Elevation Plans (Revision C02)
 - Proposed Site Plan.

Reason: For the avoidance of doubt and to secure a satisfactory form of advertisement which has an acceptable impact on amenity and public safety.
