

Planning Committee: 24 April 2018

Item Number: 10

Application No: [W 18 / 0264](#)

Town/Parish Council: Baginton

Case Officer:

Holika Bungre

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Registration Date: 15/02/18

Expiry Date: 12/04/18

**CFS Aeroproducts Ltd, The Alvis Works, Bubbenhall Road, Baginton,
Coventry, CV8 3BB**

Display of 3no. non-illuminated signs to front boundary railings (retrospective application) FOR CFS Aeroproducts Ltd

This application is being presented to Committee as the Parish Council and Councillor Redford support the application and it is recommended for refusal.

RECOMMENDATION

Planning Committee is recommended to refuse this application for the reasons set out at the end of the report.

DETAILS OF THE DEVELOPMENT

This application is retrospective and seeks the retention of 3no. external signs fixed to the front boundary railings of the CFS Aeroproducts Ltd premises. The sign shown on the plans as proposed to the main building has already been granted Advertisement Consent and therefore is not considered as part of this application.

The number of signs in the scheme as proposed has been reduced from the seven signs as proposed in the previous application, which was refused. The applicant has set out the reasons for the signs relating to the ability to recognise the site when driving to it.

THE SITE AND ITS LOCATION

The application site relates to the CFS Aeroproducts premises, located on the east side of Bubbenhall Road in Baginton. The site is located on a country lane in a rural area which is washed over by Green Belt. There is a distinct absence of commercial signage within the street scene other than on units which are well set back from the road.

All of the signs refused as part of the last application and those proposed here (W/17/2102) were still in situ on the officer's site visit date of 14th March 2018.

PLANNING HISTORY

W/17/2102 - Split Decision (front elevation sign approved and all others refused) - Display of 8no. non-illuminated signs (3no signs to front boundary

railings, 2no. signs to either side of the gate entrance, 2no. signs to the gates and 1no. sign to front elevation) of CFS Aeroproducts Ltd premises (retrospective application)

W/16/1340 - Refused - Retention of a 3m high Monolith style free-standing external sign next to the road / entrance of the site

RELEVANT POLICIES

- National Planning Policy Framework

The Current Local Plan

- BE1 - Layout and Design (Warwick District Local Plan 2011-2029)
- BE3 - Amenity (Warwick District Local Plan 2011-2029)

SUMMARY OF REPRESENTATIONS

Baginton Parish Council: Objection withdrawn. Support application due to safety and economic reasons provided by the applicants for the signage.

Baginton Parish Council: Support. this application.

Councillor Pam Redford: Objection withdrawn. Supports application.

ASSESSMENT

The applicant has stated that the reason for the signage is for ease of identification of the premises by delivery drivers and to attract more customers. Whilst this is noted, need is not a material consideration in the consideration of an application for Advertisement Consent, which can only be assessed on impact on amenity and public safety.

Visual Amenity

While the appearance of the signs are relatively understated with green with white text, the number, size and prominent siting results in visual clutter on what is otherwise a pleasant country lane in a rural area generally void of signage.

The signage is considered to be out of character with the area and harmful to the street scene visual amenity of the area and is therefore contrary to Policy BE1 of the Local Plan.

Highway Safety

All of the signs are non-illuminated and sufficiently set back from the highway as not to cause harm to highway safety.

Summary/Conclusion

The 3 signs along the frontage are considered to be harmful to the amenity of this rural lane by reason of visual clutter and advertisement excess. Therefore it is recommended that this application is refused.

REFUSAL REASONS

- 1 Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029 state that development will only be permitted which positively contributes to the character and quality of the environment through good layout and design. Furthermore, development will not be permitted which has an unacceptable adverse impact on the amenity of nearby uses and residents and/or does not provide acceptable standards of amenity for future users/occupiers of the development.

By reason of their number and scale, the 3no. signs to the frontage boundary of the site result in visual clutter and advertisement excess. Taken together, these signs create an excessive level of visual clutter in this otherwise open, rural setting. These aspects of the development are not considered to harmonise or enhance their existing surroundings and are incongruous features within the wider rural area.

The development is thereby considered to be contrary to the aforementioned policies.
