

**Planning Committee:** 28 February 2017

**Item Number: 9**

**Application No:** [W/16/2122](#)

**Registration Date:** 13/01/17

**Town/Parish Council:** Warwick

**Expiry Date:** 10/03/17

**Case Officer:**

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**Narrow Hall Meadow, Warwick, CV34 6NQ**

Installation of 3no. non illuminated signs FOR Busy Bees

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This application is being presented to Committee due to the number of objections and an objection from the Town Council having been received.

**RECOMMENDATION**

Planning Committee is recommended to grant the application, subject to 5 standard conditions and the conditions at the end of this report.

**DETAILS OF THE DEVELOPMENT**

In response to the concerns raised by the Town Council and local residents, the proposal has been amended to reduce the number of signs from 10 as originally proposed down to 3. There is now just 1 sign proposed to each visible elevation.

Sign 1 is a fascia sign proposed to the front gable above the main entrance of the nursery, adjacent the car park featuring the text 'Busy Bees Children's Day Nursery' and the logo. Sign 3 has the same content as sign 1, and is proposed to be sited to the north east elevation facing Purser Drive, between the ground floor door and windows and the first floor windows, centralised on the elevation. Sign 2 is a smaller sign located at ground floor level to the outer fencing, to the south west side, which faces the inner car park adjacent to the Community Hall. It includes the same content as Signs 1 and 3 as well as further text 'Reception' and a directional arrow.

**THE SITE AND ITS LOCATION**

The application site relates to the Busy Bees Nursery built within the Chase Meadow Local Centre between the front of the Community Hall and the car park. The building fronts Narrow Hall Meadow and faces Purser Drive.

**PLANNING HISTORY**

W/16/1760 - Display of non-illuminated advertisements to construction hoarding around perimeter of development site (retrospective application) - This was a temporary consent for the retrospective hoardings during the construction phase, which was secured by condition - Granted.

## **RELEVANT POLICIES**

- National Planning Policy Framework
- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)

## **SUMMARY OF REPRESENTATIONS**

Please note that all comments as below relate to original scheme for 10 No. signs.

**Cllr Martyn Ashford:** Objection

**Warwick Town Council:** Objection on grounds that the number of signs are unacceptable and there should be a maximum of two; the signs are found to be not in keeping for the area.

**WCC Highways:** No objection

**Chase Meadow Residents Association:** Objection, on the following grounds:-

- Ten signs is too many for a building of this size in a residential area and unnecessary. Two signs would be sufficient.
- The signs were installed before advertisement consent was granted and that a temporary agreement was reached until the planning application was determined to retain 2 signs, which the association would not have objected to.

**Public Response:** 48 letters of objection have been received, citing the following concerns:-

- 10 signs is excessive and extreme. Various other suggestions of what would be suitable ranging from 1 to 4 signs.
- Negative impact upon visual appearance of the residential area.
- Signs have poor design and will be an eye sore.
- Number of signs exacerbated by the size of the signs, colours and font which can be seen from distance, and are like hoardings.
- The 10 signs give the feel of a commercial area or industrial park.
- The large signs distract drivers and pedestrians and could cause accidents.
- The building is not very large relative to the proposals.
- The signs should not have been installed without permission.

Various other points were raised which are non material to the planning application.

## **Assessment**

The main issues in the consideration of this application are the effect of the signs on the amenity of the area and public safety.

## Amenity/ Design and Impact on the Street Scene

Many objections have been raised to the original scheme of 10 signs, stating that the number of signs is excessive for the building and its size, and for the residential area. It has been commented that a basic level of signage would be sufficient, and on average 2 or 3 signs is thought to be fit for purpose. The Planning Officer's assessment is in general agreement with this, and that the original proposal for 10 signs would create an unacceptable level of clutter and advertisement excess in this residential area.

As amended, the proposed signage is considered to be appropriate to the scale of the building and its context. The level of signage now proposed does not create unnecessary clutter, and appears balanced and appropriate within the residential area.

The colours, logo and font are not considered too bold, but are suitable for use of the nursery, and the level of information and design of each sign is minimal and simple, despite objections over these issues. The size of the signs are not inappropriate either as was raised by objections, hence no request by the planning authority to alter the scale of the remaining signs. The number and positioning of the signs is considered ideal, in that the one facing the highways is centrally placed on the building, the second is above the entrance and the third is at a lower level set within the car park to direct pedestrians to the entrance.

The proposal is therefore considered to accord with Policy DP1 of the Local Plan.

## Public safety

No public safety issues are identified.

## **Summary/Conclusion**

The amended scheme is thought to have suitably addressed planning and public concerns as voiced during the application, and is now much improved. The design, level of information and scale of the signs is considered appropriate and there are no issues surrounding public safety. Therefore the Advertisement Consent is recommended for approval.

## **CONDITIONS**

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan submitted on 20th November 2016 and approved amended drawings 'Proposal Rev C south east elevation and south west elevation' and 'Proposal Rev C north west elevation and north east elevation' submitted on 9th February 2017, and specification contained therein. **REASON:** For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies DP1 and DP2 of the Warwick District Local Plan 1996-2011.