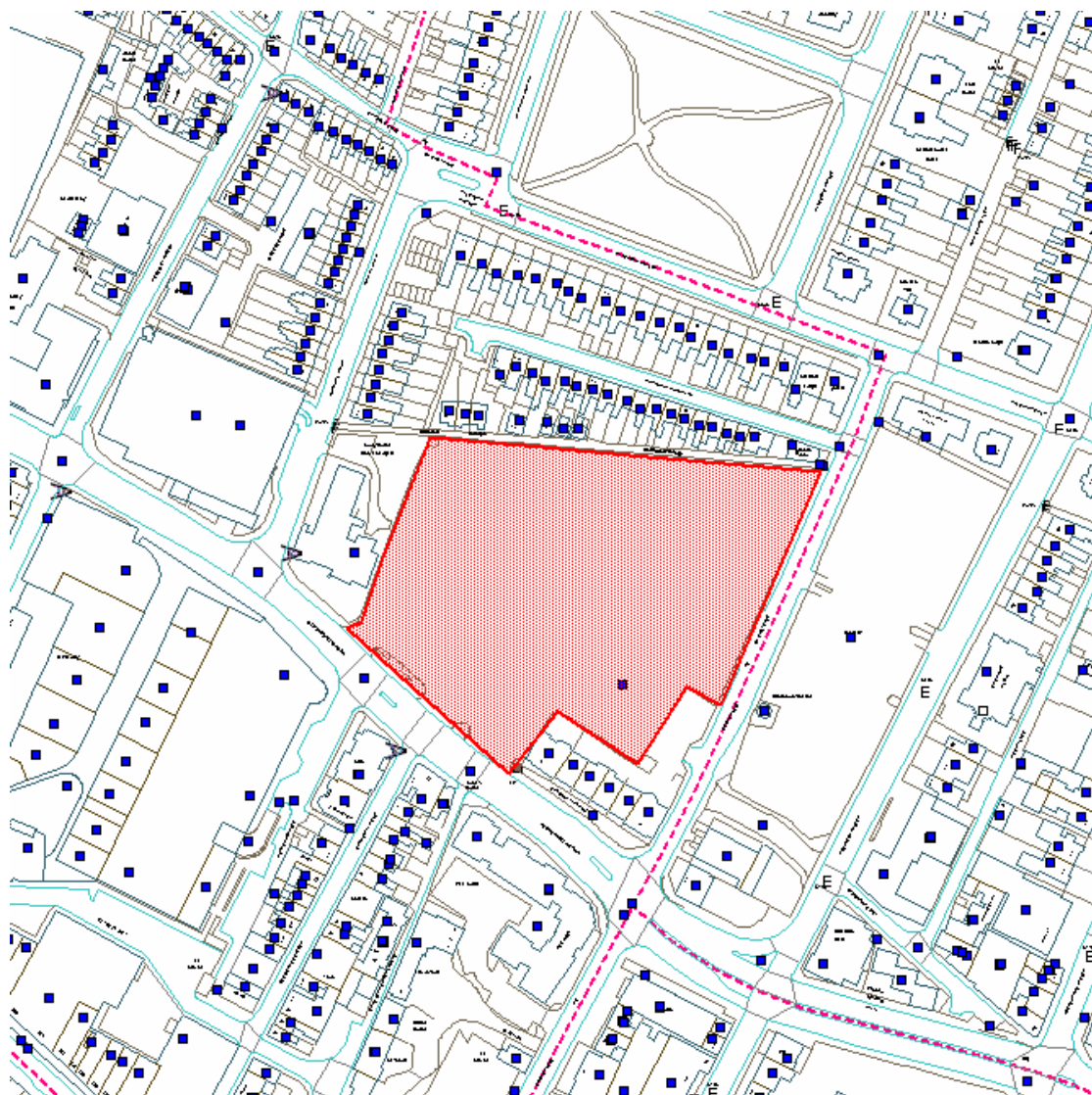


APPLICATION NO: 13/01767/ADV	OFFICER: Mr Martin Chandler
DATE REGISTERED: 12th October 2013	DATE OF EXPIRY: 7th December 2013
WARD: St Pauls	PARISH: None
APPLICANT: Mr John Henley	
AGENT:	
LOCATION: Car Park, North Place, Cheltenham	
PROPOSAL: Various illuminated signs to the store and car park	

RECOMMENDATION: Recommendation at Committee



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1. DESCRIPTION OF SITE AND PROPOSAL

1.1 This application seeks advertisement consent for a number of adverts to be applied to the recently approved supermarket and multi-storey car park. The application proposes the following signs;

- 'Morrisons' individually applied lettering (internally illuminated) to the glazed store entrance and the vehicular entrance to the multi-storey car park;
- A Morrisons clock face located on the glazed entrance;
- Two internally illuminated 'M' box signs; one located on the Monson Avenue elevation and one on the approved clock tower;
- An internally illuminated car park totem sign located adjacent the approved vehicular access to the multi-storey car park.

1.2 The application is before Planning Committee as the land is still in the ownership of Cheltenham Borough Council.

2. CONSTRAINTS AND RELEVANT PLANNING HISTORY

Constraints:

Conservation Area
Core Commercial Area
Residents Associations

Relevant Planning History:

12/01612/FUL 16th August 2013 OBL106

Erection of a mixed use development comprising; 5,792sqm (gross external floor space) of class A1 food store, 739sqm (gross) of class A1 shops and 19sqm (gross) of class A2 within atrium space and 336sqm (gross) of class A3 (customer restaurant); multi-storey car park providing 634 spaces over 5 floors (300 spaces for public use and 334 spaces for food store customers); 143 no. residential units within a mix of 1, 2, 3, and 4 bedroom houses and flats, (57 units to be affordable) with associated 143 car parking spaces at ground and basement level; creation of new public open spaces; provision of new parking bays for buses and erection of a passenger information kiosk and waiting room; associated other operations to facilitate the mixed use development including alterations to and from the existing highway for vehicular, pedestrian and cycle access. All following the demolition of existing buildings and other built structures on the site.

12/01612/CAC 16th August 2013 GRANT

Demolition of existing buildings and other built structures on the site to facilitate the erection of a mixed use development comprising of; 5,792sqm (gross external floor space) of class A1 food store, 739sqm (gross) of class A1 shops and 19sqm (gross) of class A2 within atrium space and 336sqm (gross) of class A3 (customer restaurant); multi-storey car park providing 642 spaces over 5 floors (308 spaces for public use and 334 spaces for food store customers); 143 no. residential units within a mix of 1, 2, 3, and 4 bedroom houses and flats, (57 units to be affordable) with associated 143 car parking spaces at ground and basement level; creation of new public open spaces; provision of new parking bays for buses and erection of a passenger information kiosk and waiting room; associated other operations to facilitate the mixed use development including alterations to and from the existing highway for vehicular, pedestrian and cycle access.

13/01500/CONDIT PDE

Variation of condition 28 on planning permission ref: 12/01612/FUL - Insert word 'Superstructure' after the words "Prior to the commencement of" at the start of the condition

3. POLICIES AND GUIDANCE

Adopted Local Plan Policies

CP 4 Safe and sustainable living

CP 7 Design

BE 12 Advertisements and signs

BE 13 Advertisements and signs in conservation areas

Supplementary Planning Guidance/Documents

Central conservation area: Old Town Character Area and Management Plan (Feb 2007)

National Guidance

National Planning Policy Framework

4. CONSULTATIONS

Heritage and Conservation

8th November 2013

Comments:

1. There are a number of large illuminated signs being proposed and of which are being attached to the supermarket and/or car park building. Some of these proposed signs are acceptable but some are unacceptable in my opinion.
2. My detailed comments are as follows-
 - a. The word Morrison's to the south elevation of the supermarket is acceptable.
 - b. The word Morrison's to the east elevation above the entrance to the car park is acceptable.
 - c. The proposed word Morrison's to the south elevation of the supermarket on the feature clock tower is not acceptable.
 - d. The proposed Morrison's clock to the south elevation of the supermarket is not acceptable.
 - e. The letter M to the west elevation of the supermarket is not acceptable.
 - f. The car park totem signs are totally unacceptable.

CONCLUSION : please ask for revised drawings or refuse

5. PUBLICITY AND REPRESENTATIONS

Number of letters sent	62
Total comments received	4
Number of objections	4
Number of supporting	0
General comment	0

- 5.1** Letters were sent out to 62 neighbouring properties advising that the application had been received. In addition, site notices were posted adjacent to the site and an advertisement was placed in the Echo. In response to this publicity, four comments have been received.

- 5.2 The concerns raised relate to potential light pollution caused by the proposed signs, with specific concerns relating to the sign addressing Monson Avenue.
- 5.3 These matters will be considered in the main body of the report.

6. OFFICER COMMENTS

- 6.1 To follow by way of update.