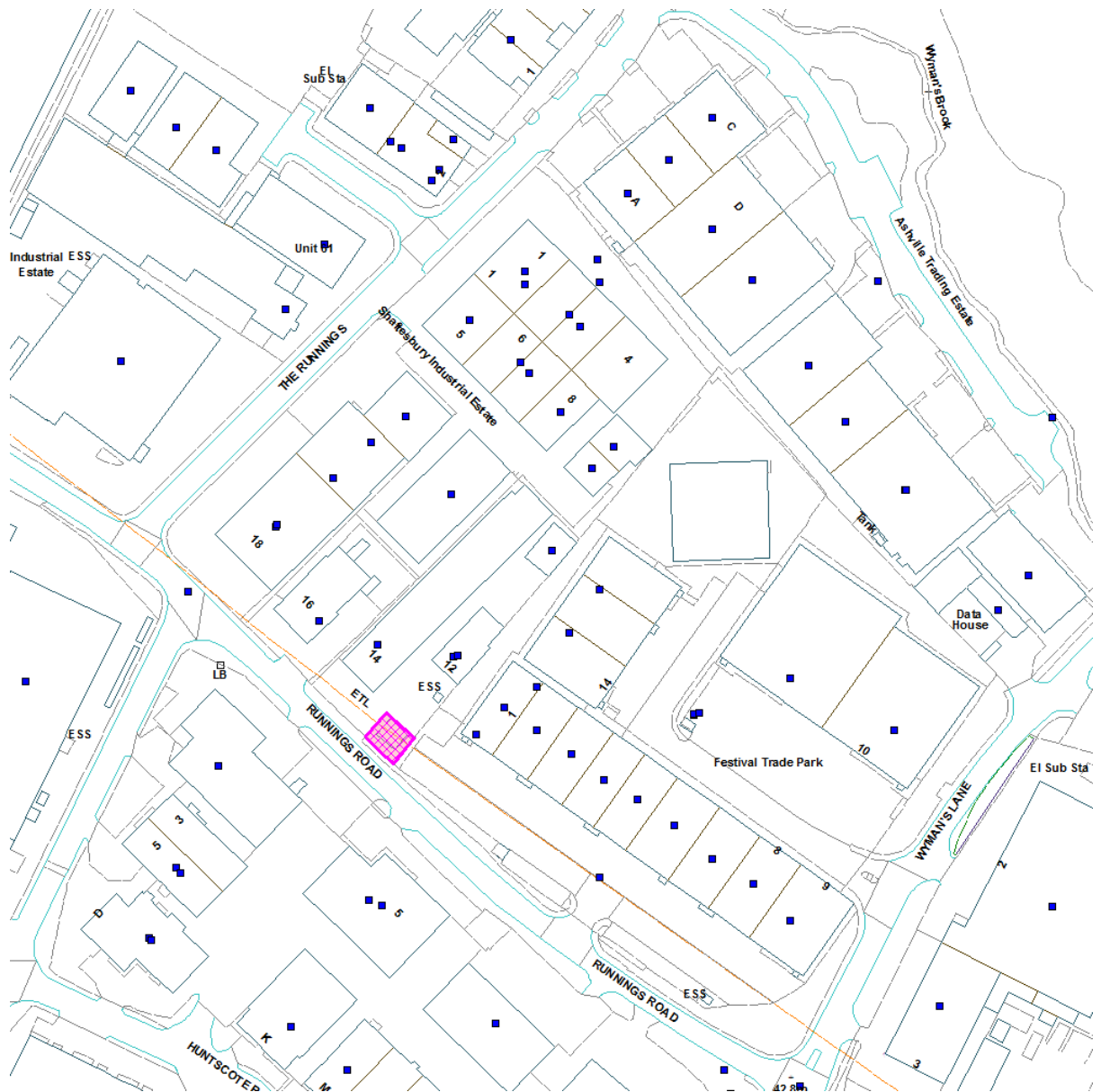


APPLICATION NO: 23/01669/ADV		OFFICER: Mrs Victoria Harris	
DATE REGISTERED: 12th October 2023		DATE OF EXPIRY: 7th December 2023	
DATE VALIDATED: 12th October 2023		DATE OF SITE VISIT: 06.11.2023	
WARD: Swindon Village		PARISH: Swindon	
APPLICANT:	Mr Darren Coltman		
AGENT:			
LOCATION:	Unit 3 Runnings Road Cheltenham		
PROPOSAL:	Proposed 2x freestanding signs (for Unit 5)		

RECOMMENDATION: Grant



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1. DESCRIPTION OF SITE AND PROPOSAL

- 1.1 The application site is located along Runnings Road within Swindon Parish. The site forms part of a much larger industrial area located at the north-western edge of the borough.
- 1.2 This application is seeking advertisement consent for 2x freestanding repositioned signs relating to the industrial unit located behind Pulse and Cocktails.
- 1.3 The site currently has an existing sign which is proposed to be repositioned.
- 1.4 The applicant has revised the location of the signs during the course of the application as it was originally proposed to extend into the highway verge land. The signs will now sit behind the fence.
- 1.5 During the course of the application, advertising boards have been put over the existing signs.
- 1.6 This application is before Planning Committee at the request of Councillor Bernard Fisher. The reasons given for the referral are as follows: "design and street scene."

2. CONSTRAINTS AND RELEVANT PLANNING HISTORY

Constraints:

Airport Safeguarding over 45m
Principal Urban Area

Relevant Planning History:

3. POLICIES AND GUIDANCE

National Planning Policy Framework 2021 (NPPF)

Section 4 Decision-making

Section 12 Achieving well-designed places

Adopted Cheltenham Plan 2020 (CP) Policies

D2 Advertisements, Signs and Hoardings

SL1 Safe and Sustainable Living

Adopted Joint Core Strategy 2017 (JCS) Policies

SD4 Design Requirements

SD14 Health and Environmental Quality

INF1 Transport Network

4. CONSULTATIONS

See appendix at end of report

5. PUBLICITY AND REPRESENTATIONS

Number of letters sent	7
Total comments received	1
Number of objections	0
Number of supporting	0
General comment	1

- 5.1 Letters of notification were sent out to 7 neighbouring properties. 1 representation has been received in response to the publicity. The comments are available to view on public access, but in brief, the comments relate to ownership and potential use in the future.

6. OFFICER COMMENTS

6.1 Determining Issues

- 6.2 As this is an application for advertisement consent, the only matters for consideration relate to amenity and public safety, taking into account the cumulative impacts.

6.3 Amenity

- 6.4 Planning Policy Guidance (Paragraph: 079 Reference ID: 18b-079-20140306) sets out that in assessing amenity, the local planning authority should consider the local characteristics of the neighbourhood, and whether the advertisements are in scale and in keeping with any important scenic, historic, architectural or cultural features. Advertisements should be permitted where they would not adversely affect the visual amenities of the site. Adopted CP Policy D2 reiterates this advice.

- 6.5 In addition, NPPF paragraph 136 highlights that “The quality and character of places can suffer when advertisements are poorly sited and designed.”

- 6.6 In this case, whilst there are a number of signs close to the application site, it is not considered that the relocated sign will have any adverse visual impact on the character or appearance of the locality, given the existing nature and use of the site and its location within this large retail/industrial estate. The extent of signage proposed is not uncommon along Runnings Road.

- 6.7 The nearest residential property is some distance away.

- 6.8 Overall, from an amenity perspective, the proposed signs are therefore considered to be appropriate in this context. The signage will not adversely affect the visual amenities of the locality.

6.9 Public Safety

- 6.10 From a public safety perspective, the proposed signage has been reviewed by the County Council, as the Local Highway Authority, who raise no objection; concluding that “there would not be an unacceptable impact on Highway Safety...There are no justifiable grounds on which an objection could be maintained”. As previously noted, the relocated sign will not be located on highway verge land.

- 6.11 No objection has been raised in response to the consultation exercise.

6.12 Other

- 6.13 The public representation that has been received relate to civil matters. Given the nature of the comments stray outside the material planning considerations; the applicant has been made aware of the comments made and therefore can be addressed outside of the planning process.

- 6.14 The applicant has made the following comments in response to the public representation;

“Kinsman Construction Cheltenham are located at Unit 5 Runnings Road, Cheltenham, GL51 9NQ. The sign board is to highlight where our business is located due to issues with deliveries and post.

Surescaff did lease unit 3 and they erected the sign. We purchased the existing sign from Surescaff who have now moved away from unit 3.

We asked the landlord permission to purchase the sign from Surescaff and replace it with our company detail so we can highlight where our business is located.”

7. CONCLUSION AND RECOMMENDATION

- 7.1 With all of the above in mind, the recommendation is to grant advertisement consent subject to the following conditions:

8. CONDITIONS / INFORMATIVES

- 1 The advertisement consent hereby granted shall expire after a period of five years from the date of this decision.

Reason: To accord with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 The planning permission hereby granted shall be carried out in accordance with the approved plans listed in Schedule 1 of this decision notice.

Reason: For the avoidance of doubt and in the interests of proper planning.

- 3
- 1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
 - 2) No advertisement shall be sited or displayed so as to—
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - 3) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
 - 4) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
 - 5) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with the provisions of Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Consultations Appendix

GCC Highways Planning Liaison Officer

25th October 2023 - Gloucestershire County Council, the Highway Authority acting in its role as Statutory Consultee has undertaken a full assessment of this planning application. Based on the appraisal of the development proposals the Highways Development Management Manager on behalf of the County Council, under Article 18 of the Town and Country Planning (Development Management Procedure)(England) Order, 2015 recommends that this application be deferred.

The justification for this decision is provided below.

Part of the proposed sign extends into the public highway verge; revised plans must be provided to ensure there is no encroachment onto the public highway.

The Highway Authority therefore submits a response of deferral until the required information has been provided and considered.

Yours Sincerely
Michael Sendall
Principal Development Coordinator

GCC Highways Planning Liaison Officer

29th November 2023 - Letter available to view in documents tab.