

Classification: OFFICIAL

CHILTERN DISTRICT COUNCIL

PLANNING COMMITTEE - 6th February 2020

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Amersham

PL/20/0095/AV

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Proposal: Non Illuminated stainless steel sign displaying the wording "Buckinghamshire Council", plus logo, to be affixed to external wall of building.

Recommendation: Conditional consent

King George V House, King George V Road, Amersham, Buckinghamshire HP6 5AW

REPORT OF THE HEAD OF PLANNING & ECONOMIC DEVELOPMENT

Local Authority List of Applications 6th February 2020

PL/20/0095/AV

Case Officer: Mark Aughterlony
Date Received: 10.01.2020
Parish: Amersham
App Type: Advert
Proposal: **Non Illuminated stainless steel sign displaying the wording "Buckinghamshire Council", plus logo, to be affixed to external wall of building.**
Location: **King George V House
King George V Road
Amersham
Buckinghamshire
HP6 5AW**
Applicant: **Mr Jago Bolduc**

Decide by Date: 06.03.2020
Ward: Amersham On The Hill

SITE CONSTRAINTS

Article 4 Direction
Adjacent to Unclassified Road
Community Assets/ CDC Owned Land
North South Line
Strategic Flood Risk Assessment Area of Critical Drainage Nov 2018
Within 500m of Site of Importance for Nature Conservation NC1
Townscape Character
Thames Groundwater Protection Zone GC9
Area for Business, Storage, Distribution

CALL IN

The application is made by the Buckinghamshire Council on land that is owned by Chiltern District Council.

SITE LOCATION

The application site relates to the CDC offices located on the junction of King George V Road and Chiltern Avenue. To the immediate north, on the opposite side of King George V Road, is the site of the new leisure centre; to the east, at the rear of the building is associated open parking; to the south and south-west are the police station and health centre respectively whilst to the east, on the other side of Chiltern Avenue are residential properties.

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Whilst the building has two main road frontages the only form of current CDC signage is in the form of a free standing sign close to the junction of the two roads. No other external signage adorns the building.

THE APPLICATION

The application seeks advertisement consent for the display of a non-illuminated sign on the King George V Road elevation of the building in respect of the new Buckinghamshire Council. The sign would measure 4.87m by 1.1m and would comprise the wording 'Buckinghamshire Council' and the new logo. It would be made of brushed stainless steel, would be situated to the left hand side of the existing King George V Road entrance and would site between existing ground and first floor windows.

RELEVANT PLANNING HISTORY

None directly relevant.

TOWN COUNCIL

Comments from the Town Council are required by 3 February, and will therefore be reported verbally at the meeting.

REPRESENTATIONS

Publicity periods expire on 3 February. Any comments received will therefore be reported verbally at the meeting.

CONSULTATIONS

BCC Highway Authority raise no objection to the signage subject to the imposition of a condition relating to materials.

POLICIES

National Planning Policy Framework (NPPF) - February 2019 - including paragraph 132 relating to advertisements

Core Strategy for Chiltern District - Adopted November 2011 - Policy CS20

The Adopted Chiltern District Local Plan - 1997 (including The Adopted Alterations May 2001 and July 2004) Consolidated September 2007 and November 2011 - Policy GC1

Draft Chiltern & South Bucks Local Plan 2036

EVALUATION

1. This application falls to be assessed in the light of the NPPF, the adopted Chiltern District Local Plan and the emerging Draft Chiltern and South Bucks Local Plan 2036.

Principle of development

2. The application site is located on the edge of the town centre in Amersham.

3. In accordance with the NPPF applications for advertisement consent may be acceptable provided that the signage does not have a detrimental impact on the amenities of the locality or public safety.

4. As referred to above, existing low key signage for the Council offices is currently in the form of a non-illuminated free standing sign located close to the junction of King George V Road and Chiltern Avenue. By virtue of the fact that Chiltern District Council will cease to exist after 1 April 2020 this signage will ultimately be removed.

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5. The principle of well designed, low key non-illuminated signage indicating the presence of the District Council is therefore long established.

6. Whilst the new signage would adorn a wall of the existing building, it would replace the existing low key free standing signage with wording and the logo relating to the new Buckinghamshire Council which comes into being on 1 April, 2020.

7. It is considered that the proposed sign would not appear intrusive or alien on the frontage of the Council offices, which are located in a prominent position in the town. The proposed sign is therefore considered to be acceptable, in this location, subject to the normal amenity and highway safety considerations.

Amenity

8. The sign would comply with requirements of Local Plan policy GC1 and Core Strategy policy CS20 whereby it would be located at an acceptable height, below first floor windows and would be constructed of an acceptable material, brushed stainless steel. The sign, whilst attached to the building, would be non-illuminated and sympathetically designed and it is considered therefore that it would not detract from the amenity of the locality.

Highway safety

9. BCC Highway Authority have commented that as the proposed non-illuminated signage to be affixed to the wall of the building it would not interfere with any visibility splays or be positioned within the extent of the publicly maintained highway. No objection is therefore raised subject to the imposition of a condition relating to materials.

Conclusion

10. The proposed non-illuminated sign is considered to accord with relevant policies relating to signage/adverts and guidance contained in the NPPF. As the advertisement consent application relates to the District Council's own premises, if Members are minded to grant Consent it will be necessary for the application to be considered by Full Council.

Working with the applicant

11. In accordance with Section 4 of the National Planning Policy Framework, the Council, in dealing with this application, has worked in a positive and proactive way with the Applicant / Agent and has focused on seeking solutions to the issues arising from the development proposal.

12. Chiltern District Council works with applicants/agents in a positive and proactive manner by:

- offering a pre-application advice service,
- updating applicants/agents of any issues that may arise in the processing of their application as appropriate and, where possible and appropriate, suggesting solutions.

In this case, Chiltern District Council has considered the details as submitted which were considered acceptable.

RECOMMENDATION

Subject to the expiry of the publicity periods and the receipt of no new material representations, it is Resolved to recommend the Council grants Advertisement Consent for the sign, subject to the conditions and reasons listed at the end of the report.

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RECOMMENDATION: Conditional consent

Subject to the following conditions:-

- 1 This consent is granted for a limited period of five years from the date of this decision notice. At the expiration of this period the advertisement hereby permitted shall be removed from the site, unless a further consent has already been obtained from the Local Planning Authority for its retention.
Reason : To enable the Local Planning Authority to review the effect of this advertisement on its setting in the light of changing circumstances, and to comply with the provisions of Regulation 14 (7) of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2 The following standard conditions contained in Schedule 2 to the above mentioned Regulations:-
 - (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: In the interests of amenity and highway safety.C261A Standard Advert Conditions
- 3 The proposed sign shall at no time be finished in or include any retro-reflective materials.
Reason: To avoid undue distraction to motorists.
- 4 AP01 Approved Plans

The End