

23/00170/ADV
NON MAJOR

Mr Rob Sharratt

WOMBOURNE NORTH
Councillor M Perry
Councillor B Bond
Councillor D Kinsey

Wombourne Leisure Centre Ounsdale Road Wombourne Staffordshire WV5 8BH

Erection of 2x Post Signs, 2x Entrance Signs (internally illuminated), and 1x High Level Tray Sign.

Pre-commencement conditions required: N/A	Pre-commencement conditions Agreed: N/A	Agreed Extension of Time until 23.06.2023
--	--	--

Date of site visit - 13 March 2023

1. SITE DESCRIPTION AND APPLICATION DETAILS

1.1 Site Description

1.1.1 The application comprises Wombourne Leisure Centre which is within the grounds of Wombourne High School. The site is accessed from Ounsdale Road and is surrounded by residential development.

1.2 The Proposal

1.2.1 Advertisement consent is sought for the display of 5 signs to display the location of Wombourne Leisure Centre for customers. It is noted that the signs have been erected during the course of the application. The application includes signage plans and details including the following:

1.2.2 A 2x panel post sign would be located at the access to the leisure centre site. The panels would be attached to the existing posts which rise above the existing hedgerow which forms the front boundary of the site. The sign would be white in colour with grey lettering reading 'Wombourne Leisure Centre' with council logo 'South Staffordshire Council' below.

1.2.3 A high-level sign would be fitted to the external wall of the swimming pool building facing Ounsdale Road. The sign would measure 3.8m x 0.85m. The sign would be white in colour with grey lettering reading 'Wombourne Leisure Centre' with council logo 'South Staffordshire Council' below.

1.2.4 2x entrance signs would be attached to the lower-level entrance to the building on the side and front elevation. The signs would measure 3.5m x 0.7m and 4m x 0.7m with a depth of 40mm and be internally illuminated to 300cd/m. The signs would be white in colour and grey lettering reading building name 'Wombourne Leisure Centre' with council logo 'South Staffordshire Council' below one and 'Entrance' below the other.

2. SITE HISTORY

Planning Applications

87/00973 Extension **Approve Subject to Conditions** 8th December 1987

90/01008 Satellite Dish **Approve Subject to Conditions** 30th October 1990

94/00686 Exercise Studio **Approve Subject to Conditions** 20th September 1994

94/00905 Double Garage **Approve Subject to Conditions** 22nd November 1994

03/00942/FUL Extension to fitness suite and additional car parking **Approve Subject to Conditions** 22nd September 2003

94/00686 Single Storey Extension for Exercise Studio 20th September 1994

90/01008 Installation of Satellite Dish 30th October 1990

3. POLICY

Constraints

Within Wombourne Development Boundary

Policies

South Staffordshire Core Strategy 2012

Core Policy 1: The Spatial Strategy for South Staffordshire

Core Policy 4: Promoting High Quality Design

Policy EQ9 Protecting Residential Amenity

Policy EQ11 Wider Design Considerations

Core Policy 10: Sustainable Community Facilities and Services

Supplementary Planning Documents

South Staffordshire Design Guide 2018

4. CONSULTATION RESPONSES

Site Notice Expires	Press Notice Expires
3 April 2023	N/A

Wombourne Parish Council

22nd March 2023

No objections

County Highways

20th March 2023

Recommendation Summary: Acceptance

Site Visit Conducted on 16-Mar-2023

The proposed signs are replacement for existing ones. They are situated off a classified road subject to a speed limit of 30 mph.

Councillor Robert Reade - Wombourne North - Lower Penn Ward

No Response Received

Councillor Barry Bond - Wombourne North and Lower Penn Ward

No Response Received

Councillor Dan Kinsey - Wombourne North and Lower Penn Ward

No Response Received

Contributors

No Response Received

5. APPRAISAL

1. Policy & principle of development
2. Impact on visual amenity and character of the area
3. Impact on neighbouring amenity, public safety and highways
4. Human Rights

5.1 Policy & principle of development

5.1.1 Section 38 (6) of the Planning and Compulsory Purchase Act (2004) sets out that the determination of applications must be made, in accordance with the Development Plan, unless material considerations indicate otherwise. The Development Plan for South Staffordshire District comprises the Core Strategy (2012-2028) and the Site Allocations Document (2012-2028).

5.1.2 The site is located within the Development Boundary where applications for an advert consent will normally be permitted providing the development does not have a detrimental impact on highway safety or the character of the area.

5.2 Impact on visual amenity and character of the area

5.2.1 Policy EQ11 states that development should create good design that respects visual amenity. The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment and that advertisements which have an appreciable impact on a building or their surroundings should be subject to the local planning authority's detailed assessment.

5.2.2 Whilst the proposal is not a shopfront advert the following guidance is also of relevant due to the proposed illumination of a sign and the evening opening times. The council's shopfront guidance states, 'It is generally considered that the illumination of a shop front is only required for businesses that operate in the evening. Those that close at 17.30 should rely on internal illumination for security purposes. Any proposed illumination required for evening operation should be given careful consideration...Illuminated signs should take into account impact on road users and not have a negative impact where situated within residential areas, signs should not project onto the street scene. The brightness and style of illumination should be in keeping with the area in which it is located'.

5.2.3 The submitted photomontage and subsequent site visit once the signs were in place, demonstrate that the proposed signage is well proportioned in relation to the overall scale of the building and clearly visible to customers approaching from the main entrance and car park. The white background and lettering are appropriate for the purpose of providing illumination which is needed when the facility is open during hours of darkness. As a result, it is considered that the proposed signs are appropriate visually in accordance with Core Strategy CP4 (Promoting High Quality Design) which requires all proposals to achieve a high quality of design.

5.2.4 There is no need for the illuminated signs to be on when the business is closed and therefore any approval should include a condition allowing illumination only when the facility is open to customers.

5.2.5 In conclusion, it is considered that the proposed signs maintain a balance between the need to be clearly visible and not being overly prominent. It is considered that the signs are in keeping with the character of the area and do not have a negative impact on the appearance of the built and natural environment in accordance with policy EQ11.

5.3 Impact on neighbouring amenity, public safety and highways

5.3.1 Policy EQ9 states that new development ‘should take into account the amenity of any nearby residents, particularly with regard to privacy, security, noise and disturbance, pollution (including light pollution) ...and daylight’.

5.3.2 NPPF paragraph 111 states that, ‘Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.’

5.3.3 Whilst there are dwellings in the area surrounding the wider school/leisure centre site, the nearest dwellings to the proposed illuminated signs are on Ounsdale Road approximately 100m to the north. This is a sufficient distance from the proposal to avoid any adverse harm to neighbouring amenity as a result of the proposed internally illuminated signage.

5.3.4 The 2x panel sign proposed close to the site entrance would replace a similar existing sign. The sign is viewable for pedestrians and vehicles approaching whilst avoiding being distracting for drivers or prominent in the streetscene. The Highways Authority do not raise any objection to the proposals.

5.3.5 In conclusion, it is considered that the proposed signs do not have a detrimental impact upon the amenity of neighbours or highway safety in accordance with Core Strategy Policy EQ9 and NPPF paragraph 111.

5.4 Human Rights

The proposals set out in the report are considered to be compatible with the Human Rights Act 1998. The proposals may interfere with an individual’s rights under Article 8 of Schedule 1 to the Human Rights Act, which provides that everyone has the right to respect for their private and family life, home and correspondence. Interference with this right can only be justified if it is in accordance with the law and is necessary in a democratic society. The potential interference here has been fully considered within the report in having regard to the representations received and, on balance, is justified and proportionate in relation to the provisions of the policies of the development plan and national planning policy.

6. CONCLUSIONS

6.1 The proposed signage is considered acceptable in principle and causes no material harm to neighbouring amenity or adverse effects on the street scene. The development also raises no concerns in relation to highway safety. The proposal is therefore considered compliant with both national and local planning policy and associated guidance.

7. RECOMMENDATION - APPROVE Subject to Conditions

1. The consent hereby granted is for a maximum period of 5 years.
2. The development authorised by this permission shall be carried out in complete accordance with the approved plans and specification, as listed on this decision notice, except insofar as may be otherwise required by other conditions to which this permission is subject.

3. The maximum surface brightness of any part of the sign shall not exceed 300 candelas/square metre.
4. The internally illuminated signs hereby permitted shall not be illuminated outside the opening times of the leisure centre on all days of the week.

Reasons

1. The reason for the imposition of these time limits is to comply with the requirements of Section 91 of the Town and Country Planning Act 1990.
2. In order to define the permission and to avoid doubt.
3. In order to define the permission and to avoid doubt.
4. To safeguard the amenity of the area in accordance with policy EQ11 of the adopted Core Strategy.

Proactive Statement - In dealing with the application, the Local Planning Authority has approached decision making in a positive and creative way, seeking to approve sustainable development where possible, in accordance with paragraph 38 of the National Planning Policy Framework, 2021.

Plans on which this Assessment is based

Plan Type	Reference	Version	Received
Proposed Elevations	2245.03.242	C2	28 February 2023
Location Plan	2245.03.241	C3	28 February 2023



Wombourne Leisure Centre Ounsdale Road Wombourne Staffordshire WV5 8BH