

PLANNING COMMITTEE

23rd September 2020

Application **20/00915/ADV**

Illuminated and non-illuminated signage (Starbucks)

Starbucks, Morrisons Carpark, Clearwell Road, Winyates West, Redditch, B98 0SW

Applicant: **The Magic Bean Co Ltd**
Ward: **Winyates Ward**

(see additional papers for site plan)

The case officer of this application is Steven Edden, Principal Planning Officer (DM), who can be contacted on Tel: 01527 548474 Email: steve.edden@bromsgroveandredditch.gov.uk for more information

Site Description

The application site lies towards the eastern edge of the customer car park serving the Morrisons supermarket, close to the petrol filling station. The site is accessed from the Warwick Highway / Battens Drive / Icknield Street Drive roundabout junction via Clearwell Road.

Proposal Description

Planning permission was granted under ref: 18/01216/FUL for a drive thru' coffee shop in December 2018. This is an application for advertisement consent for signage to serve the facility. The application comprises the following:

- 1no. wall-mounted internally illuminated Starbucks letter sign (Fascia Sign 1);
- 2no. internally illuminated 1525 Starbucks logo roundel signs (Fascia Sign 2 and 3);
- 2no. wall-mounted internally illuminated drive thru directional signs (Fascia Sign 4 and 5)

Other signs:

- 1no. internally illuminated 6m totem sign (Other Sign 1);
- 1no. 'no entry'/'thank you' directional sign (Other Sign 2);
- 1no. 'drive thru' directional sign (Other Sign 3);
- 1no. internally illuminated monument sign (Other Sign 4);
- 1no. 3 panel menu board (Other Sign 5);
- 1no. single panel menu board (Other Sign 6);

Relevant Policies:

Borough of Redditch Local Plan No. 4

Policy 1: Presumption in Favour of Sustainable Development

Policy: 42 Advertisements

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Others

NPPF National Planning Policy Framework (2019)

Relevant Planning History

18/01216/FUL	Erection of a Use Class A1 / A3 drive thru' coffee shop with car parking, drive thru' lane, hard and soft landscaping, refuse area and associated works	Granted 13.12.2018
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Public Consultation Response

Two letters of representation have been received raising objections which are summarised as follows:

- illuminated signage can be a distraction for motorists and the light pollution from it (not to mention the energy need) would detract people's eyes from the road which is dangerous on fast flowing roads
- This will have a detrimental effect on the houses who overlook the carpark, especially when the trees lose their leaves giving extra light pollution and impacting the visual enjoyment from the houses/gardens.

Consultations

WCC Highways

I have no highway objections to the proposed Illuminated and non-illuminated signage (Starbucks) which are located off the highway at Starbucks Morrisons Carpark Clearwell Road Redditch, subject to the following informative being attached to the approval.

Informative:

Brightness of Illuminated Signs

The brightness of the floodlit surface, or illuminated sign face, shall not exceed the values stipulated in the Institution of Lighting Engineers Technical Report No. PLG5:2015 "Brightness of Illuminated Advertisements".

Assessment of Proposal

In accordance with Paragraph 132 of the National Planning Policy Framework and Policy 42 of the Borough of Redditch Local Plan No. 4, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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Impact on highway / public safety

WCC Highways have raised no objections to the proposals from a highway safety perspective but have stipulated that the illuminated LCD adverts should remain within illumination limits in accordance with the Institution of Lighting Engineers Technical Report. It is considered that the proposed signs would not have any harmful effects on users of the adjacent highway network and as such the proposed adverts would not result in any harm being caused to highway / public safety.

Impact on amenity

The proposed signage would be sited immediately adjacent to the drive thru building providing customers with information on the approach to the drive-through facility. The proposed totem pole sign has been reduced in height (from 7.6 to 6 metres) and is now considered to be of a scale commensurate with existing signage in the area such as the nearby Morrisons Petrol Filling Station (PFS) sign which was granted advertisement consent in 2017 under reference 2017/049/ADV. The proposals would have no adverse impact upon the wider street scene and furthermore the design of the signage is considered appropriate in view of the context of the site.

Given that enforcement action cannot be taken with respect to informatives and also in the interests of clarity, your officers are suggesting that the informative recommended by WCC highways should be replaced with that of a condition to state that:

The brightness of the floodlit surface, or illuminated sign face, shall not exceed 300 candelas per sqm

Reason: In order to comply with recommended maximum illumination levels stipulated within the Institution of Lighting Engineers Technical Report No. PLG5:2015 "Brightness of Illuminated Advertisements" and in the interests of protecting the residential amenities of the area

Conclusion

It is concluded that the proposed signage would comply with the provisions of the National Planning Policy Framework (NPPF) and Policy 42 of the Borough of Redditch Local Plan No.4.

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RECOMMENDATION:

That having regard to the development plan and to all other material considerations, advertisement consent be GRANTED subject to the following conditions:

Conditions:

- 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

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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 accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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- 6) The development hereby approved shall be carried out in accordance with the following plans and drawings:

Amended plans dated 3rd September 2020: Sheets 1 to 13 including Sheet 2 revision B

Reason: To provide certainty to the extent of the development hereby approved in the interests of proper planning.

- 7) The brightness of the floodlit surface, or illuminated sign face, shall not exceed 300 candelas per sqm

Reason: In order to comply with recommended maximum illumination levels stipulated within the Institution of Lighting Engineers Technical Report No. PLG5:2015 "Brightness of Illuminated Advertisements" and in the interests of protecting the residential amenities of the area.

Informatives

- 1) The local planning authority have worked with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with this application through negotiation and amendment.

Procedural matters

This application is being reported to the Planning Committee because two (or more) objections have been received.