

Application No: 13/1331C

Location: ALSAGER CIVIC CENTRE, LAWTON ROAD, ALSAGER, ST7 2AE

Proposal: Advertisement Consent For 4 Fascia Signs, 4 Illuminated Poster Cases And 3 Occasional Banners

Applicant: Cllr S Jones, Alsager Town Council

Expiry Date: 21-May-2013

**SUMMARY RECOMMENDATION:** Approve subject to conditions

**MAIN ISSUES:**

- Visual Amenity
- Public Safety

**REASON FOR REFERRAL**

This application is before the Southern Planning Committee as it is an application submitted by Cllr Shirley Jones on behalf of Alsager Town Council.

**DESCRIPTION AND SITE CONTEXT**

The application site comprises the existing Civic Centre situated on Lawton Road, Alsager. The centre is now controlled and run by the Town Council since being transferred from the control of Cheshire East Council.

The site is designated as being within the Settlement Zone Line and Principal Shopping Area of Alsager in the adopted local plan.

**DETAILS OF PROPOSAL**

Advertisement consent is sought for new signage at the existing Alsager Civic Centre.

The advertisements would comprise fascia signs, a sign identifying the building with the Town Council logo and four internally illuminated poster cases.

**RELEVANT HISTORY**

07/0124/FUL 2007 Approval for removal and replacement of access ramp

**POLICIES**

**National Guidance**

National Planning Policy Framework

**Regional Spatial Strategy**

DP1 Spatial Principles

DP2 Promote Sustainable Communities

DP3 Promote Sustainable Economic Development  
DP4 Making the Best Use of Existing Resources and Infrastructure  
DP5 Manage Travel Demand: Reduce the Need to Travel, and Increase Accessibility  
DP6 Marry Opportunity and Need  
DP7 Promote Environmental Quality  
DP9 Reduce Emissions and Adapt to Climate Change  
RDF1 Spatial Priorities

### **Congleton Local Plan 2005**

PS4	Towns
GR1	General Criteria for Development
GR2	Design
GR6	Amenity & Health
GR9	Accessibility, Servicing and Parking Provision
RC1	Recreation and Community Facilities
S14	Advertisements

### **CONSULTATIONS (External to Planning)**

#### **Highways:**

None received at the time of report writing.

#### **Environmental Protection:**

None received at the time of report writing.

### **VIEWS OF TOWN/PARISH COUNCIL**

None received at the time of report writing.

### **OTHER REPRESENTATIONS**

None.

### **KEY ISSUES**

The key issues surrounding the determination of this application are whether the development is in accordance with Policy GR2 (Design), GR6 (Amenity), GR9 (Highways) and S14 (Advertisements). These Policies seek to ensure that advertisements are not detrimental to visual amenity or highway safety.

#### **Visual Amenity**

The proposal is for new top fascia sign on either side of the entrance to the building, a new illuminated entrance sign, lettering on the right front elevation identifying the building and four internally illuminated poster cases, two either side of the entrance. Temporary banner signs are also mentioned in the application; however details of these have not been submitted. These may or may not require consent depending on their nature and are not being assessed as part of this application.

Given the nature of the existing building, and the general character of the surrounding area, it is considered that the signs would be appropriate to the character and appearance of the

building. They would not have any adverse impact on the visual amenity of the area and be appropriate to emphasise the Civic Centre as a local facility.

### **Public Safety**

The building is set well back from the highway and the levels of illumination are considered to be acceptable as they would not have any adverse impacts on drivers of vehicles. The proposal is therefore considered to be acceptable in terms of public safety.

### **CONCLUSIONS**

For the reasons given above and having due regard to all other material considerations it is considered that the proposed development complies with the relevant local plan policies and accordingly it is recommended for approval subject to the standard advertisement conditions.

### **RECOMMENDATION:**

#### **Approve subject to the following conditions:**

1. All advertisements 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.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
3. 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.
4. 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.
5. No advertisement shall be sited or displayed so as to;
  - a) Endanger persons using any highway, railway, waterway, or aerodrome (civil or military);
  - b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or to aid 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.
6. Development shall be carried out in accordance with the approved plans.

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