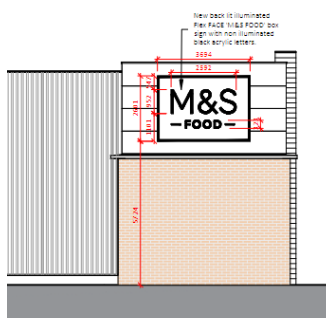


Proposed eastern elevation:



Advertisements SPD – offers guidance to anyone seeking to display an outdoor advertisement and in particular cautions against cluttered advertising and excessive illumination.

Consultations

Highways DC – The proposed maximum luminance level of 300cd/m² is well within the recommended maximum levels, the sign is well away from the public highway, not considered to be a distraction for road users nor users of retail park. The sign is acceptable from a highways perspective.

Ward Councillors – no comments received

Representations

The application has been advertised via letters direct to neighbours, and a site notice displayed 19 October to 9 November; no representations have been received.

Assessment

Principle of development

Advertisements are acceptable where they would not be harmful to amenity, by virtue of size, position, location or proliferation and level of illumination; and where the proposal would not be prejudicial to public safety.

Highways safety

The proposed sign has an acceptable level of luminance, is located well within the retail park and would not be prejudicial to public highway safety.

Visual Amenity

The sign is proposed to be displayed on an east facing elevation and views of it will therefore be restricted to part of the car park. The sign is considered appropriate in design and scale to the building and to its setting. It does not raise concerns of cumulative impact being proportionate to the building on which it will be displayed and will have an acceptable impact on visual amenity. Conditions are recommended to restrict the display and illumination as proposed.

It is therefore considered that the proposal is acceptable in terms of its impact on visual amenity and is in compliance with Local Plan Policies GD1, D1 and T4 and the Advertisements SPD

Recommendation

Grant subject to conditions