

Name of Applicant	Proposal	Expiry Date	Plan Ref.
Mr John Godwin (for Bromsgrove District Council)	<p>Signage 1 - Large extrude aluminium lettering (BSLC) back lit white illumination to the left hand side of the climbing wall block to the western elevation of Bromsgrove Sport and Leisure Centre</p> <p>Signage 2 - Extruded aluminium lettering (BSLC) white illuminated directly above the main entrance on the western elevation of Bromsgrove Sport and Leisure Centre</p> <p>The Dolphin Centre, School Drive, Bromsgrove, Worcestershire, B60 1AY</p>	11.09.2017	17/00810/ADV

RECOMMENDATION: That advertisement consent be **GRANTED**

Consultations

Highways Consulted 15.08.2017, received 21.08.2017 - No objection

Relevant Policies

Bromsgrove District Plan

BDP1 Sustainable Development Principles
BDP19 High Quality Design

Others

SPG2 Shopfronts and Advertisements Design Guide
NPPF NPPF National Planning Policy Framework

Relevant Planning History

15/0919	New Sport and Leisure Centre including swimming pools, health and fitness suite, climbing wall, multiuse studio/function and community spaces, wet and dry changing, offices, associated building and car park, accessible parking, car park access, servicing and landscaping.	Approved	15.12.2015
---------	---	----------	------------

Assessment of Proposal

This application relates to proposed signage to the front entrance of the new Bromsgrove Sport and Leisure centre. Two signs are proposed, one would comprise large projecting lettering spelling out the acronym for the centre down the length of the far left wall of the

western front elevation, the other would also comprise projecting lettering but would be on a much smaller scale above the entrance doors on the same western elevation. Both signs would comprise internal white LED halo illumination. The luminance level would not exceed 375 cd/m². The lettering of the larger sign would be dark grey and would project a maximum of 28cm. The height of the individual letters would be 2.35 metres and the overall width of the acronym would be 8.1 metres. The lettering of the smaller sign would be white and the height of the individual letters would be 60cm and the width of the acronym 2.8 metres.

In accordance with para 67 of the NPPF the control of advertisement should be efficient, effective and simple in concept and operation. As such, they should be subject to control only in the interests of amenity and public safety.

In terms of visual amenity, the signage would appear simple in design and proportionate to the scale of the building to which it would be fitted. It comprises typical signage expected on a building of this use both to identify it to the public from a distance and to identify the pedestrian entrance.

The principle of illuminated signage is considered acceptable in this location because the elevation on which the signage would be installed would be perpendicular to the residential units and would be sufficient distance away. Furthermore, the level of internal halo luminance would not exceed 375 cd/m² and would not therefore harm residential amenity. The Highways Officer has raised no objection to the proposal. In addition to the level of luminance, the lighting would be static and set far back from the classified Stratford Road so as to not give rise to any highway safety concerns.

In conclusion the proposal is considered to be acceptable as it would not give rise to any concerns in respect of amenity or public safety.

RECOMMENDATION: That advertisement consent be **GRANTED**.

Conditions

- 1) This consent shall remain valid for a period of five years from the date hereof.

Reason: In accordance with Regulation 14(7) of the Town and Country Planning (Control Of Advertisements) (England) Regulations 2007.

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

7957-PL001 Site Location Plan

7957-PL002 Proposed Signage Site Plan

7957/A(71)010 Proposed External Signage

BSLC\#####\FirstFixDetails\Item-001 1st Fix Details

BSLC/BROMSGROVE/PROP/A1 Rev D Proposed Sign Details

BSLC/BROMSGROVE/PROP/A2 Rev C Proposed Sign Details

BSLC/BROMSGROVE/PROP/A3 Rev C Proposed Sign Details

Reason: For the avoidance of doubt and in the interests of proper planning.

- 3) 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.

- 4) 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.

- 5) 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.

- 6) 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.

- 7) 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.