

PLANNING APPLICATION NUMBER:P10/0171

Type of approval sought	Advertisement
Ward	UPPER GORNAL & WOODSETTON
Applicant	AAH Plc
Location:	THE RIDGEWAY SURGERY, 175, THE RIDGEWAY, SEDGLEY, DUDLEY, DY3 3UH
Proposal	DISPLAY 1 NO. INTERNALLY ILLUMINATED FASCIA SIGN (RESUBMISSION OF REFUSED APPLICATION P09/0449)
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

1. The application site is a newly built single storey hipped-roofed Lloyds pharmacy situated off the Ridgeway. The pharmacy forms part of the doctors surgery and there is a large car park which is accessed directly off the Ridgeway. There is internal access to the pharmacy in addition to some entrance doors which front the car park. A blank elevation fronts the street.
2. There is a modern residential development to the west of the site and the Coronation Gardens to the east. No. 61 The Ridgeway is to the west of the site and is positioned further back than the pharmacy. The site also faces towards the rear elevations of properties in the Ridgeway positioned to the south of the site.
3. The site is situated within a predominantly residential area which supports a variety of house types and designs.

PROPOSAL

4. It is proposed to display 1 no. aluminium fascia panel sign. The sign would be positioned on the entrance elevation of the pharmacy which fronts the car park. It would be 2m in length 0.35m in height and 0.1m in depth. It would be a mint green colour with fret cut text and the corporate Lloyds pharmacy logo. The edges of the letters and logo would be illuminated via fluorescent tube lighting.

HISTORY

5.

APPLICATION No.	PROPOSAL	DECISION	DATE
84/51967	Erection of 6 houses (outline)	Approved with Conditions	03/01/85
94/50771	Residential Development (outline)	Approved with Conditions	21/11/95
92/51049	Construction of access road and erection of doctor's surgery	Approved with Conditions	10/09/92
98/50943	Extension to doctors surgery to accommodate a pharmacy	Refused	07/01/99
P01/1481	Erection of 1.7m high and 2.4m high security fencing along three boundaries of surgery premises	Withdrawn	14/09/01
P04/1634	Erection of single storey extension to create ancillary pharmacy	Withdrawn	21/10/04
P05/1679	The erection of a single storey extension to create an ancillary pharmacy to the doctors surgery.	Refused then approved at appeal	25/10/05 31/10/06
P08/1119	Siting of new air conditioning condensers	Refused	18/08/08
P09/0449	Display internally illuminated	Refused	26/05/10

	projecting fascia signs (retrospective).		
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6. Application P09/0449 was refused on the grounds that the quantity, scale, position and appearance of the proposed signage was inappropriate within a residential context and would be detrimental to both visual and residential amenity.

PUBLIC CONSULTATION

7. Neighbouring properties were consulted and two letters of objection have been received together with an objection letter / petition containing nine signatures. The following material planning issues have been raised;
- Increased traffic and parking problems by attracting further custom.
 - Impact of lighting on local wildlife
 - Visual amenity
 - Increased anti-social behaviour

OTHER CONSULTATION

8. **Group Engineer (Development):** Raises no objection subject to a condition restricting the luminance levels.

RELEVANT PLANNING POLICY

- Adopted Unitary Development Plan (2005)
DD14 – Advertisement Control
- Supplementary Planning Guidance
PGN 11 – Advertisement Display Guide

ASSESSMENT

9. Key Issues
- Visual and residential amenity
 - Highway Safety

- Nature Conservation

Visual and residential amenity

10. Policy DD14 of the Adopted UDP states that the council will resist any advertisement which is substantially detrimental to the appearance of the building or land on which it is displayed, or to the visual amenity of the surrounding area, or is prejudicial to public safety. The pharmacy is situated within a predominantly residential area and careful consideration must therefore be given to whether or not the signage is appropriate and if it would impact on residential amenity. The previously refused signage was excessive as two larger illuminated signs were proposed on both elevations of the pharmacy. It is now proposed to put one smaller fascia sign on the elevation which fronts the car park. Whilst the pharmacy is ancillary to the doctors' surgery it is not unreasonable to allow some form of advertisement associated with the facility provided that it is of an appropriate scale and that there would be no demonstrable harm to neighbouring amenity.
11. The proposed signage would be a smaller sign which would face away from the residential cu-de-sac. The scale and siting of the proposed sign is considered to be more appropriate and whilst it would be illuminated, only the edges of the lettering and logo would be lit. Residents raise concerns over increased anti-social behaviour as a result of the proposed illumination. It is therefore considered appropriate to attach a condition ensuring that the signage is only lit during opening hours given the residential context. It is therefore considered that the previous reason for refusal has been satisfactorily overcome and there would be no demonstrable harm to the street scene or neighbouring amenity. On this basis, the proposal is therefore considered to be compliant with Policy DD14 – Advertisement Control of the adopted UDP (2005) and PGN 11 – Advertisement Display Guide.

Highway Safety

12. Although the sign would be illuminated, the Group Engineer (Development) raises no objection to the proposal subject to an appropriate condition restricting the levels of illumination. The principle of a doctor's surgery and associated pharmacy has already been established and issues of parking and highway safety have already been assessed through approval of the facility. The pharmacy was allowed on

appeal on the basis that it would be ancillary to the surgery and as such a condition of this approval is that the pharmacy shall be open no earlier than the surgery and shall be closed no later than 30 minutes after the surgery has closed. Another condition on this approval limited the floor space for retail sales ensuring that the primary use of the pharmacy was for dispensing prescriptions. The addition of the signage would not alter the status of the facility as an ancillary pharmacy and a condition would be imposed ensuring that the sign is not lit outside of the surgery/pharmacy opening hours. Any increase in custom and associated vehicular movement cannot be used as a means to justify refusal of advertisement consent. In this respect the proposal therefore complies with Policy DD14 Advertisement control.

Nature Conservation

13. The proposed signage would be approximately 27m away from the tree canopy of the adjacent park. The Council's Nature Conservation Officer advises that it is unlikely that the building itself contains any Bats as it is relatively new and that the proposal is unlikely to have a significant effect on ecology in the area.

CONCLUSION

14. The proposed signage would be of an appropriate scale and would be sited sympathetically so as not to harm visual or neighbouring amenity. The principle of a pharmacy facility in this location has already been established and any resultant increase in custom through the display of advertisements cannot be used to justify refusal of consent. Whilst the signage would be illuminated this has been designed sympathetically and would cause no demonstrable harm to the area's ecology. Subject to appropriate conditions, there would be no demonstrable harm to the visual and residential amenities of the area and the proposal therefore complies with Policy DD14 – Advertisement Control of the Adopted UDP (2005) and PGN 11 – Advertisement Display Guide.

RECOMMENDATION

15. It is recommended that the application is approved subject to conditions;

Grant of Planning Permission

The proposed signage would be of an appropriate scale and would be sited sympathetically so as not to harm visual or neighbouring amenity. The principal of a pharmacy facility in this location has already been established and any resultant increase in custom through the display of advertisements cannot be used to justify refusal of consent. Whilst the signage would be illuminated this has been designed sympathetically and would cause no demonstrable harm to the areas ecology. Subject to appropriate condition, there would be no demonstrable harm to the visual and residential amenities of the area and the proposal therefore complies with Policy DD14 – Advertisement Control of the Adopted UDP (2005) and PGN 11 – Advertisement Display Guide.

The decision to grant planning permission has been taken with regard to the policies and proposals in the Dudley Unitary Development Plan and to all relevant material considerations including Supplementary Planning Guidance.

The above is intended as a summary of reasons for the grant of planning permission for further detail please see the application report.

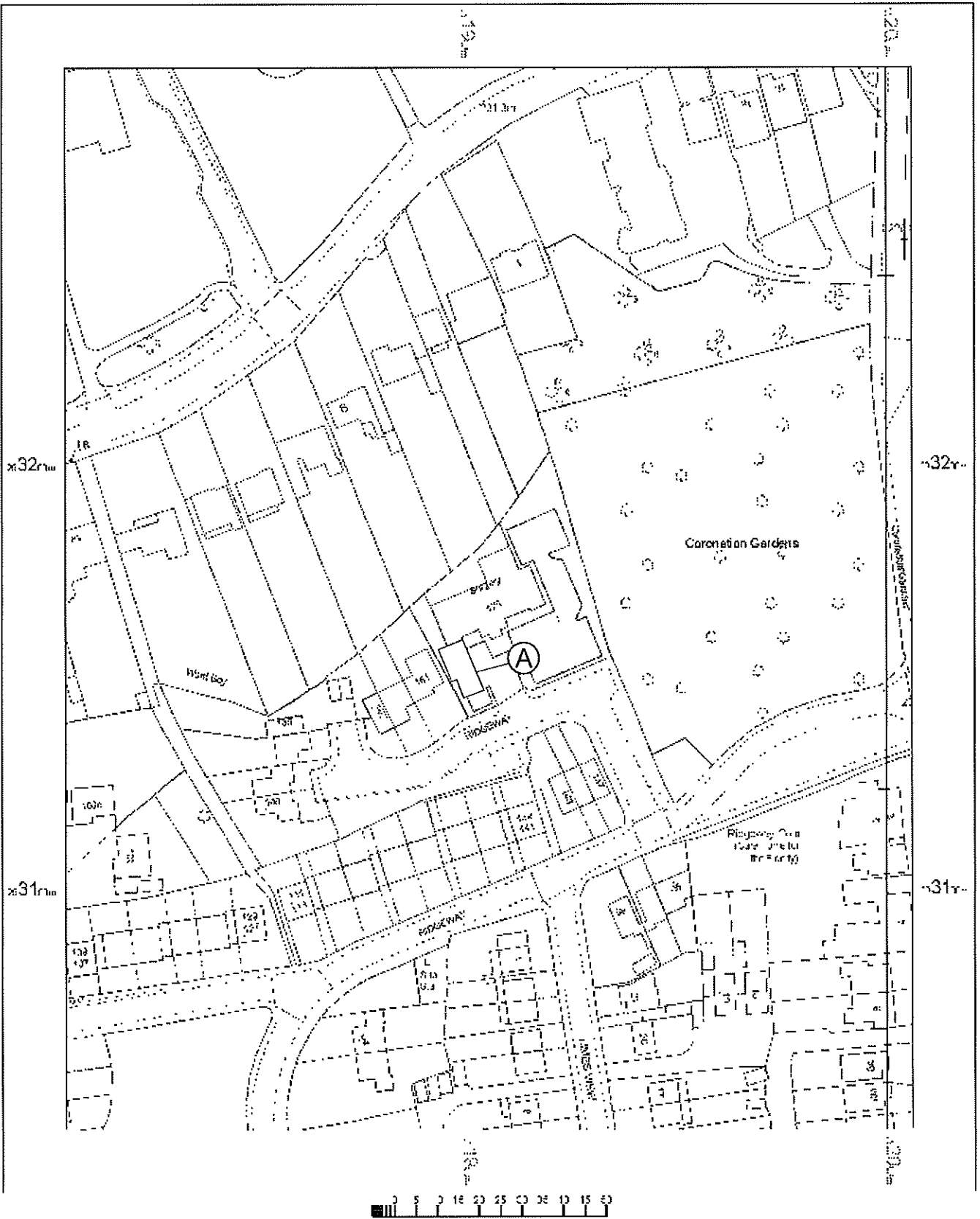
Note for Applicant

The signage hereby approved shall be displayed in accordance with the approved drawings referenced job no. – 84862/ C unless otherwise agreed in writing.

Conditions and/or reasons:

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.
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.
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.
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.
5. Where an advertisement is required to be removed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. This consent shall remain valid for a period of five years from the date hereof.
7. The maximum luminance of any portion of the sign hereby approved shall not exceed 1600 candelasm-2.
8. The signage hereby approved shall not be illuminated outside the opening hours of the surgery and pharmacy.

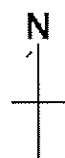
84862 Lloyds Sedgley



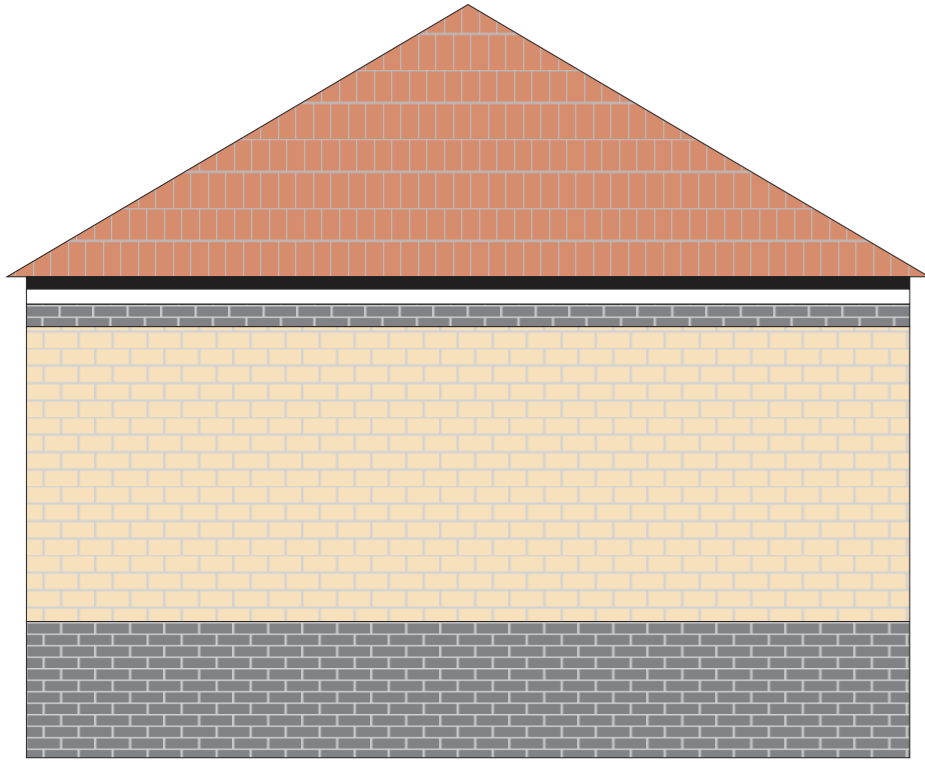
OS Mastermap
08 April 2009
www.centremapslive.com

1:1250 scale print at A4

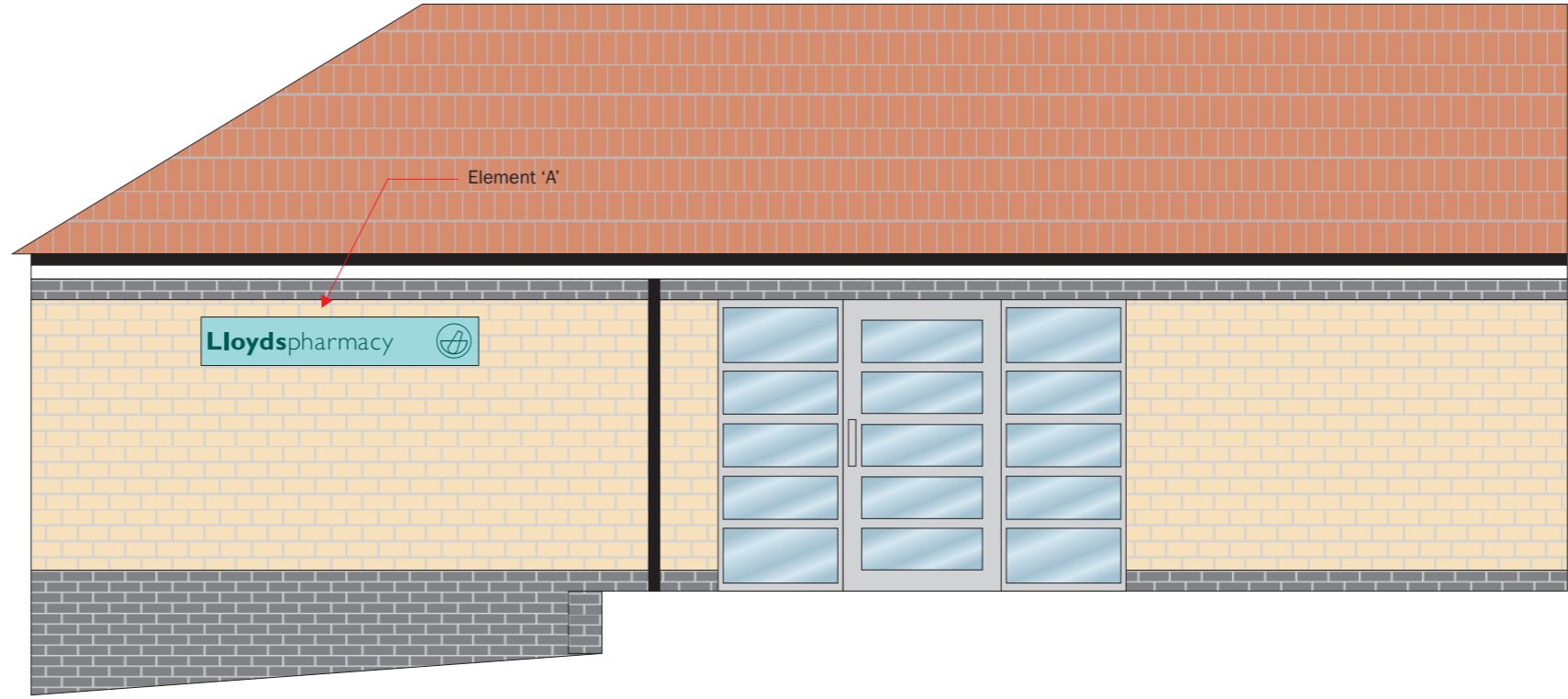
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OPTION 2



SCALE 1:50 ROAD SIDE ELEVATION



SCALE 1:50 ENTRANCE ELEVATION



100mm



cross section

H
10mm

1:10
 Element 'A' - 1 off folded aluminium fascia panel size 2000mm x 350mm
 With fret cut text & logo
ILLUMINATION TO THE EDGES OF LETTERS & LOGO ONLY VIA FLUORESCENT TUBES
 Text height 125mm, logo diameter 250mm
 Height to underside of sign: 2250mm



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Colour reference

- - Pantone 330C
- - Pantone 324C
- -
- -

Typefaces/notes/info

-

Lighting

-

Customer details

Lloyds Pharmacy
 The Ridgeway Surgery
 Sedgely

Date drawn - 07.04.2009
 Designer - Andy
 Location - J:\Lloydspharmacy

Job no - 84862/C

Rev dates	Rev dates
B) 09.07.09	G) -
C) 03.02.10	H) -
D) -	I) -
E) -	J) -
F) -	K) -

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