

PLANNING APPLICATION NUMBER: P10/0392

Type of approval sought	Advertisement
Ward	CASTLE & PRIORY
Applicant	Mr Stephen Field, DMBC
Location:	THE SYCAMORE CENTRE, SYCAMORE GREEN, DUDLEY, WEST MIDLANDS, DY1 3QE
Proposal	DISPLAY NON-ILLUMINATED INDIVIDUAL LETTERING
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

1. The application site measures 1.32 hectares and comprises the Sycamore Adventure Play Barn (D2), which is very near completion. Some works are also taking place within the grounds of the play barn in order to create a number of play features associated with the adventure playground. The Play Barn and associated adventure playground is a pathfinder facility which was approved under planning reference P09/0829. The Play Barn is a unique building with timber cladding and recessed rear elevation. It is set within the grounds of the former Sycamore Green Primary School which closed in 2006 and is now used to house various education administration departments and a pupil referral unit. Local Children's groups are also hosted through the Play Ranger Scheme. The main access to the site is from the eastern boundary off Sycamore Green. The site is elevated in relation to the highway and the access road rises from the road towards the school building.
2. The site is situated within a predominantly residential area characterised by terrace and semi-detached properties built during the 1960s. Sycamore Green loops round the application site with facing residential properties on all sides.

PROPOSAL

3. It is proposed to display individual lettering to the front of the play barn. The lettering would be non-illuminated and would spell out the words Sycamore Adventure! They would be carved in stained red and/or green marine plywood and screw fixed to the fascia. Each letter would be unique featuring various designs to depict children at play. The larger letters would be a maximum of 0.9m high and would be spaced out to span the entire width of the play barn. The smaller letters would be a maximum of 0.45m and would be positioned above the larger letters. The letters would project a maximum of 25mm from the face of the building and would be 2.4m above ground level.
4. At the time of writing this report an application to discharge conditions on the previous approval for the Play Barn and associated works (P09/0892) is under consideration. An application for a pyramid play tower is also currently under consideration under planning reference P10/0357.

HISTORY

5.

APPLICATION No.	PROPOSAL	DECISION	DATE
DY/58/92	Erection of new school dwelling house and library	Approved with Conditions	17/02/58
DB/71/8197	Erection of 1 classroom extension	Approved	13/07/71
94/50140	Erection of detached garage for use as a school store (Reg 3)	Approved with Conditions	10/03/94
99/51279	Erection of a 2.0 metre high palisade securing fence	Approved with	22/09/99

		Conditions	
P06/1724	Change of use of a former primary school into a pupil referral unit, a therapeutic foster care service (Flipside), a base for Education Welfare Officer's and a training facility for the Physical and Sensory Service.	Approved with Conditions	14/11/06
P09/0692	Prior approval under Part 31 for demolition of caretakers house	Prior approval not required	03/07/09
P09/0892	Change of use of land from D1 (school) to D2 to include construction of an adventure playground and Play Barn with associated upgrading of existing access routes.	Approved with Conditions	02/09/09
P09/0892/C1	Discharge of Conditions 2, 5, 6 and 7	Under consideration	
P10/0257	Construction of 14.2m high timber pyramid play tower with associated slides and bridge link	Under consideration	

PUBLIC CONSULTATION

6. None necessary however 6 neighbouring properties were advised of the proposal in writing given the residential context of the site. At the time of writing this report no representations have been received. Any received prior to the committee meeting will be reported as a pre-committee note.

OTHER CONSULTATION

7. None necessary

RELEVANT PLANNING POLICY

- Adopted Unitary Development Plan (2005)

DD4 – Development in Residential Areas

DD14 – Advertisement Control

- Supplementary Planning Guidance

PGN 11 – Advertisement Display Guide

ASSESSMENT

8. Key Issues

- Visual Amenity
- Residential Amenity

Visual Amenity

9. The proposed signage would be unusual and would appear more as a public art feature rather than a conventional sign. The lettering would be large, however, it would be in keeping with the scale and design of the existing building. The signage would be appropriate given the nature of the facility it would advertise and sympathetic materials would be used with no means of illumination. Whilst the signage would be located within a residential area, the building itself is unique in this context and the proposed signage would add interest and value to its appearance. It is therefore considered that there would be no demonstrable harm to visual amenity and in this respect the proposed signage therefore complies with Policy DD14 – Advertisement Control of the Adopted Dudley UDP (2005) and PGN 11 – Advertisement Display Guide.

Residential Amenity

10. The play barn is situated within a predominantly residential area and careful consideration must therefore be given to whether or not the signage would impact

on residential amenity. The proposed signage would only be visible to those residential properties which face the site to the west which are on a higher ground level. The signage would be non-illuminated and it is considered that its design and materials would be more sympathetic than conventional signage in this context. It is therefore considered that there would be no demonstrable harm to neighbouring amenity and the proposal therefore complies with Policy DD4 – Development in Residential Areas and DD14 – Advertisement Control of the Adopted Dudley UDP (2005) and PGN 11 – Advertisement Display Guide.

CONCLUSION

11. Whilst the proposed signage would be large and more akin to a public art feature, it would add interest to the existing building which itself is unique set within a residential context. The proposed individual lettering would be appropriate in terms of its scale, design and use of materials in relation to the existing building and there would be no demonstrable harm to visual or neighbouring amenity. The proposal therefore, complies with the following Council policies; DD4 – Development in Residential Areas and DD14 – Advertisement Control of the Adopted Unitary Development Plan (2005) and PGN 11 – Advertisement Display Guide.

RECOMMENDATION

12. It is recommended that the application be approved subject to the following conditions;

Reason for The Grant of Planning Permission

Whilst the proposed signage would be large and more akin to a public art feature, it would add interest to the existing building which itself is unique set within a residential context. The proposed individual lettering would be appropriate in terms of its scale, design and use of materials in relation to the existing building and there would be no demonstrable harm to visual or neighbouring amenity. The proposal

therefore, complies with the following Council policies; DD4 – Development in Residential Areas and DD14 – Advertisement Control of the Adopted Unitary Development Plan (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.

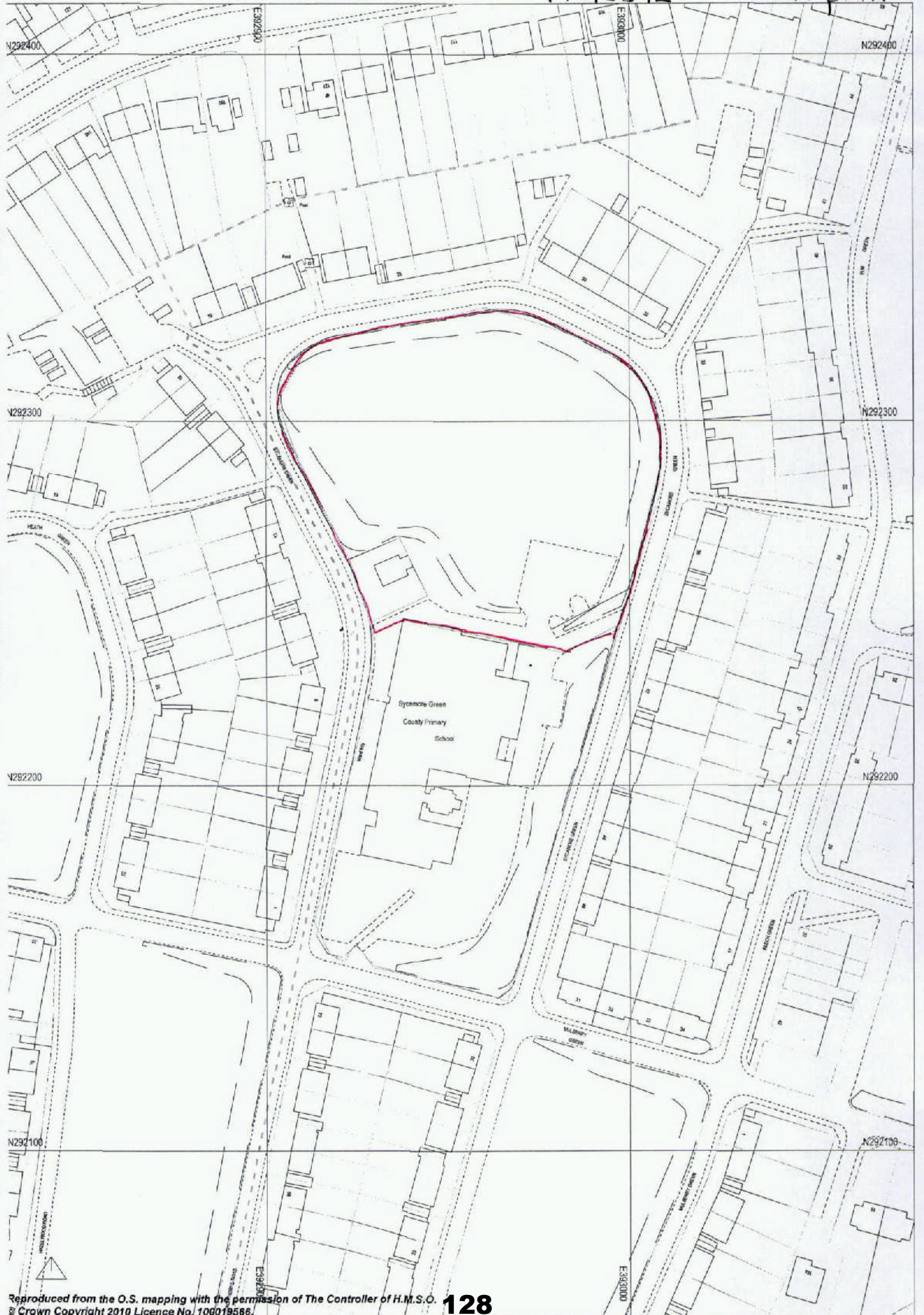
The above is intended as a summary of reasons for the grant of planning permission for further detail please see the application report.

Note for Applicant

The development hereby approved shall be built in accordance with the unreferenced drawings stamped approved unless otherwise agreed in writing by the Local Planning Authority.

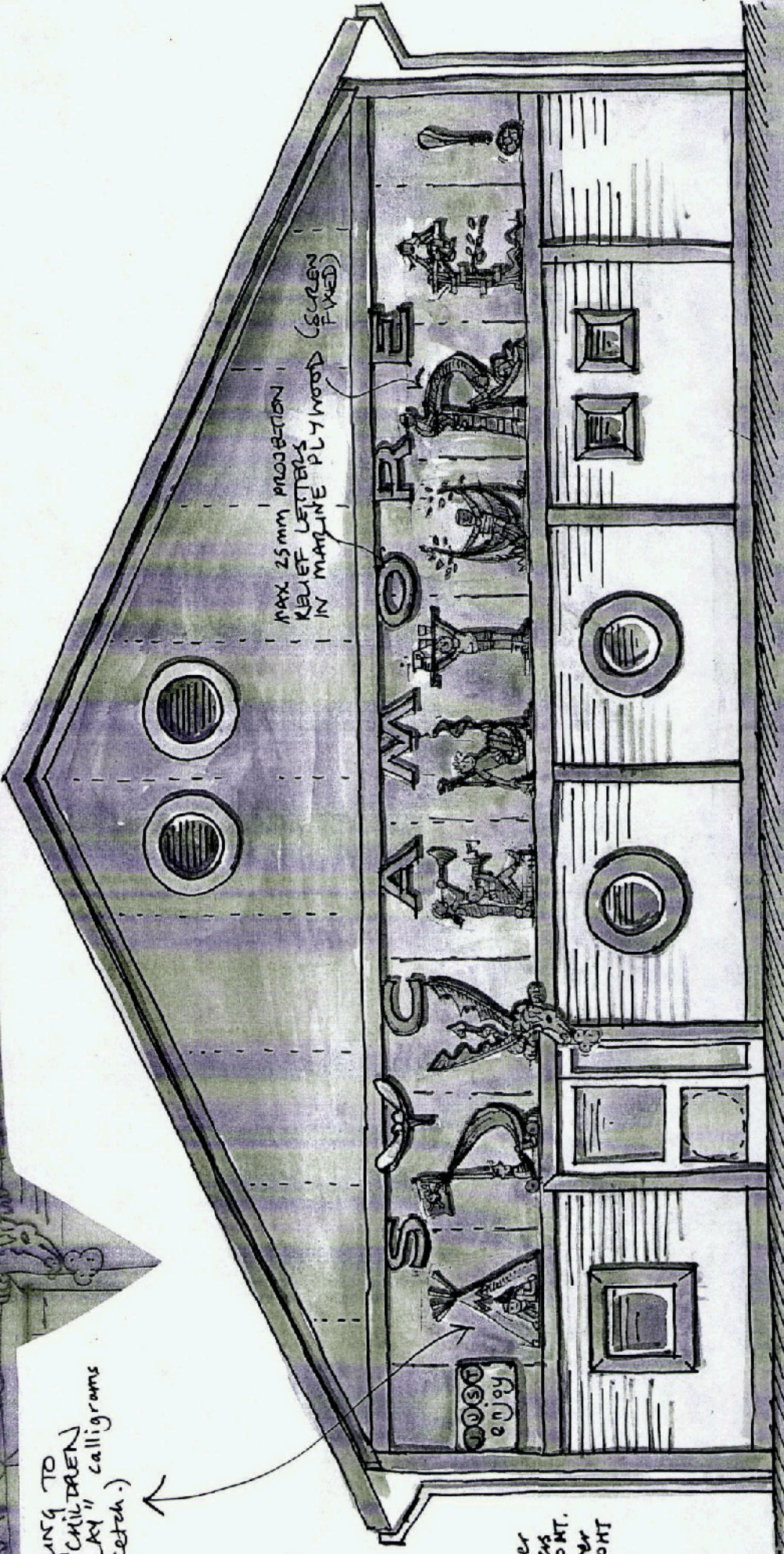
Conditions and/or reasons:

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.





LETTERING TO
SHOW "CHILDREN
AT PLAY" calligrams
(MTS sketch.)



MAX 25mm PROJECTION
RELIEF LETTERS
IN MARLINE PLYWOOD (SCREEN FIXED)

↑ 1500
↑ upper letters 450 HT.
↑ lower 900 HT
↑ 2400 to ground

SCALE 1:66
28-03/10.

PROPOSED SIGN FOR SYCAMORE ADVENTURE CENTRE
OVERALL LENGTH 16m

