

Date: 8<sup>th</sup> August 2022  
Your Ref: PP-11280076  
Our Ref: 15222d



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Development Management  
Place & Growth Directorate  
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Dear Sir or Madam,

## **TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007**

### **APPLICATION FOR ADVERTISEMENT CONSENT AT BANBURY 200 SITE, SOUTHAM ROAD, BANBURY OX16 3AE**

DWD is instructed by Amazon UK Services Ltd to submit an application for advertisement consent at the above site for the following signage:

*“Installation of non-illuminated signs across the site”*

The application has been submitted via the Planning Portal and comprises this cover letter and the following documents:

- Application Form;
- Signage Pro Forma (DOX2 Banbury);
- Location Plan (ref: A000 rev P01);
- Proposed Signage Plan (ref: A011 rev P10); and
- Proposed Signage Details (ref: A219 Rev P03).

Payment for this application to cover the requisite planning fee of £132.00 and Planning Portal administrative fee of £32.20 has been made online on the date of this letter.

The application follows planning permission granted on 1<sup>st</sup> April 2022 (ref: 21/04157/F) for the use of the site for the storage of operational vehicles, together with elevational and site alterations, associated parking, welfare facilities, vehicle barrier and associated infrastructure.

#### **Partners**

R J Greeves BSc (Hons) MRICS  
G Bullock BA (Hons) BPL MRTPI  
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## **Proposed Development**

The application seeks advertisement consent for a series of directional signs across the site comprising signage for:

- 4 no. EXT07 Van Exit;
- 3 no. EXT15 10 MPH;
- 8 no. EXT36 Undercover Parking;
- 24 no. EXT38 Zebra Crossing;
- 1 no. EXT40 Arrow Left;
- 2 no. EXT41 Arrow Right;
- 13 no. ADS03 One Way;
- 1 no. ADS04 Drivers Rest;
- 1 no. ADS07 No Left Turn;
- 40 no. ADS08 10MPH/Speed Bump;
- 7 no. ADS09 Give Way;
- 2 no. ADS15 5MPH; and
- 13 no. ADS16 Van Storage Directional.

Please refer to the application form for the specification of each signage and please see drawing references: A011 Rev P10 and A219 Rev P03, and the accompanying Signage Pro Forma. For the avoidance of doubt, please note that none of the signs are proposed to be illuminated.

## **Planning Assessment**

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors. Part 2(a)(b) of Regulation 3 sets out these factors which include the characteristics of the locality, such as historic interest, and impact on public safety comprising the safety of persons using any highway and whether the display of the advertisement is likely to obscure the interpretation of a sign or hinder any device used for security and surveillance purposes.

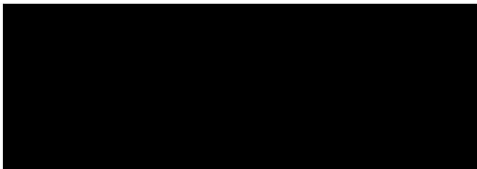
The proposed signs are intended to improve navigability within the application site and to make clear that there are specific accesses for different types of vehicles. As set out within the application paperwork, none of the signs are proposed to be illuminated. The signage is considered to be suitable given the site's context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

In relation to Paragraph 136 of the NPFF (July 2021), the proposed advertisement(s) will not be detrimental to amenity of public safety, taking account of cumulative impacts, and should therefore not be subject to control.

In addition, it is considered that the signage complies with the Local Planning Authority's design criteria set out within the Local Plan (July 2015) Policy ESD 15 (The Character of the Built and Historic Environment). The signage has been sympathetically designed to respect the site's context and its relationship to adjoining buildings and the surrounding area. There are various existing employment and retail uses within the immediate surroundings and each property has its own signage. The proposed signs are considered to have a negligible impact on the character of the local area.

We trust that the application includes sufficient information to enable it to be validated and should you require further information or clarification on any matter then please do not hesitate to contact me.

Yours faithfully,



**Charlie Merry MPlan MRTPI**  
**Senior Planner**  
**DWD Property+Planning**  
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