

Case Officer: Michael Sackey **Recommendation:** Approval

Applicant: Amazon UK Services Ltd

Proposal: Installation of non-illuminated signs across the site

Expiry Date: 3 October 2022 **Extension of Time:** No

1. APPLICATION SITE AND LOCALITY

- 1.1. The application site is an existing B8 storage and distribution warehouse now occupied by Amazon UK services situated on Southam Road in Banbury. The site extends to 3.78ha and has historically formed part of the wider Jacobs Douwe Egberts site to the north/north-east.
- 1.2. The building itself has been recently refurbished and is clad in a grey profile steel, typical of units in the area. The site includes existing car/van parking to the front with lorry parking and loading docks to the southern side of the building.
- 1.3. The site incorporates established landscaping and trees to the boundaries and is bound by a palisade security fence.
- 1.4. To the north of the site are operational units within the Douwe Egberts site. To the east of the site is the Waitrose food store with car showrooms beyond on the opposite side of Southam Road. To the south and southwest of the site are residential properties and the Southam Road cemetery and further surface level car parking is located directly to the west of the site.

2. DESCRIPTION OF PROPOSED ADVERTISEMENT(S)

- 2.1. The current application is for the display of 125 non-illuminated directional signs across the site.
- 2.2. 4 no. EXT07 Van Exit signs would each measure approximately 0.3m height, 1.2m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background with mainly black text and blue graphic.
- 2.3. 3 no. EXT15 10 MPH signs would each measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background with black text and red graphic.
- 2.4. 8 no. EXT36 Undercover Parking would each measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a blue background with white text.
- 2.5. 24 no. EXT38 Zebra Crossing would each measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a blue background with black and blue graphic.
- 2.6. 1 no. EXT40 Arrow Left would measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a blue background and white graphic.

- 2.7. 2 no. EXT41 Arrow Right would each measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a blue background and white graphic.
- 2.8. 13 no. ADS03 One Way would each measure approximately 0.6m height, 0.6m width and 0.015m depth. The non-illuminated sign is proposed to have a red background and white graphic.
- 2.9. 1 no. ADS04 Drivers Rest would measure approximately 1.2m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background, black text, and black and blue graphic.
- 2.10. 1 no. ADS07 No Left/Right Turn would measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background and black and red graphic.
- 2.11. 40 no. ADS08 10MPH/Speed Bump would each measure approximately 1.75m height, 1.2m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background and black and red graphic.
- 2.12. 7 no. ADS09 Give Way would each measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background and black and red graphic.
- 2.13. 2 no. ADS15 5MPH would each measure approximately 0.6m height, 0.6m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background and black text and red graphic.
- 2.14. 13 no. ADS16 Van Storage Directional would each measure approximately 0.61m height, 0.91m width and 0.015m depth with an overall height of 2.1m. The non-illuminated sign is proposed to have a white background, black text, and black and blue graphic.

3. RELEVANT PLANNING HISTORY

- 3.1. The following planning history is considered relevant to the current proposal:

Application: 17/01322/OUT

OUTLINE - for a mixed use development

Application: 18/01753/ADV Permitted 10 December 2018

3 Sets of building letters to be removed and replaced with 3 new sets of building letters, 1 new set of welcome letters installed on to new glazing panel within new framework, 1 totem to be retrofitted with new panels and kickplates, 3 fabric banners to be removed and replaced with 3 new perforated aluminium banners to be installed on to framework, 1 set of cafe letters to be removed and replaced with new cafe letters, 1 cafe totem to be removed and replaced with 1 new cafe totem, 3 wall mounted panels to be removed and replaced with 3 new wall mounted panels, 12 car park signs to be retrofitted with new panels and extruded sleeves on posts, 15 lamp post mounted signs to be removed and replaced with new lamp post mounted signs, 14 sets of vinyl to be removed and replaced with new 14 new sets of vinyl, 1 set of welcome letters to be removed and 1 vinyl to be removed

Application: 19/00010/NMA Permitted 27 February 2019

Omission of accessible ramp. Alterations to office cladding configuration and colour. 2no level access doors increased in size and one repositioned. Existing CAT ladder omitted. High level strip glazing extent reduced. (Proposed as Non-Material Amendments to 18/01246/F)

Application: 19/00062/NMA Permitted 18 July 2019

Alterations to office cladding configuration and colour. Level of cladding to base of front elevation revised. Additional window added. Access gate location amended. Barrier island revised (Proposed as Non Material Amendment to application 18/01246/F)

Application: 19/00886/F Permitted 13 August 2019

Variation of Condition 2 (plans) of 18/01246/F - Replace drawing P003 Rev U with P003 Rev W. and addition of landscaped bund - additional details indicated on 16083_P022_A

Application: 19/00033/SO Screening Opinion 21 June 2019
not requesting EIA

Demolition of existing office and proposed redevelopment of existing car park for a mixed-use scheme including use classes B1/B2/B8/A1/A5 drive-thru and surface level car park

Application: 19/00105/DISC Permitted 13 May 2019

Discharge of Conditions 4 (car parking and cycle parking detail), 5 (pedestrian walkway), 7 (drainage) and 8 (EV charging points) of 18/01246/F

Application: 19/01602/NMA Permitted 9 September 2019

Non-material amendment to 18/01246/F - addition of strip glazing above dock doors to south west elevation

Application: 20/03544/PREAPP Response Sent 15 March 2021

The provision of an electrical van charging / storage area to support a B8 warehouse already based in Banbury and

the provision of a Starbucks drive thru café (this element is unchanged from the pre-application proposals in 2018).

Application: 21/00503/F Permitted 20 August 2021

Use of the site for the storage of operational vehicles, elevational alterations, associated parking, vehicle barriers, guard hut and associated infrastructure

Application: 21/04157/F Permitted 1 April 2022

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

Application: 21/04189/SO Screening Opinion 4 January 2022
not requesting EIA

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

4. PRE-APPLICATION DISCUSSIONS

4.1. No pre-application discussions have taken place with regard to this proposal

5. RESPONSE TO PUBLICITY

5.1. This application has been publicised by way of a site notice displayed near the site and by letters sent to properties adjoining the application site that the Council has been able to identify from its records. The overall final date for comments was **16 September 2022**.

5.2. No comments have been raised by third parties

6. RESPONSE TO CONSULTATION

6.1. Below is a summary of the consultation responses received at the time of writing this report. Responses are available to view in full on the Council's website, via the online Planning Register.

BANBURY TOWN COUNCIL AND NEIGHBOURHOOD FORUMS

6.2. No objections

OTHER CONSULTEES

6.3. Ward Councillors (Banbury Cross and Neithrop) - Consulted on (17.08.2022); no comments received

6.4. Environmental Protection – No objections

6.5. Local Highway Authority – No objections

7. RELEVANT PLANNING POLICY AND GUIDANCE

7.1. Planning law requires that applications for advertisement consent must be determined in accordance with the development plan and any other relevant factors.

7.2. The Cherwell Local Plan 2011-2031 - Part 1 ('CLP 2015') was formally adopted by Cherwell District Council on 20th July 2015 and provides the strategic planning policy framework for the District to 2031. The CLP 2015 replaced a number of the 'saved' policies of the adopted Cherwell Local Plan 1996 though many of its policies are retained and remain part of the development plan. The relevant planning policies of Cherwell District's statutory Development Plan are set out below:

CHERWELL LOCAL PLAN 2011 - 2031 PART 1 (CLP 2015)

- ESD15 - The Character of the Built and Historic Environment

7.3. Other Material Planning Considerations

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) – “The Advertisement Regulations”
- National Planning Policy Framework (NPPF) in particular Paragraph 132
- Planning Practice Guidance (PPG)
- CDC Design Guide for Shop Fronts and Advertisements: Historic Buildings and Conservation Areas (2013)

8. APPRAISAL

- 8.1. Regulation 3 of the Advertisement Regulations limits the Local Planning Authority’s powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

Amenity

- 8.2. Regulation 3(2a) of the Advertisement Regulations states that: *factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.*
- 8.3. Paragraph 132 of the NPPF recognises that: *The quality and character of places can suffer when advertisements are poorly sited and designed.* However, it goes on to state that: *Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*
- 8.4. The proposed signs would be sited in elevated positions and would be visible within the site and partly visible from the public domain and would therefore have an impact on the character and appearance of the street scene and area. However, having regard to their scale, siting, materials, and appearance, and the purpose of the signs along with comparable existing signs at neighboring sites within its locality, the proposed non-illuminated signs are considered acceptable in terms of their visual impact.
- 8.5. The proposed signs are considered acceptable within the context of the site in which they would be located which consists of residential properties and commercial buildings and would not appear out of keeping with or detrimental to the visual amenity of the locality.
- 8.6. The proposal therefore complies with the provisions of Paragraph 67 of the NPPF relating to visual amenity.

Public Safety

- 8.7. Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.
- 8.8. The proposed signs are similar to some of the existing signs within the vicinity of the site and, having regards to the comments of the Local Highway Authority and Environmental Protection Officer, the proposed signs are considered not to present a risk to public safety or highway safety, with regards to its scale and position in relation to the highways and nearby residential properties. The proposed signs

comply with the provisions of Paragraph 67 of the Framework relating to public safety.

9. CONCLUSION

9.1. By reason of its design and siting, the proposal would not adversely affect public safety or local visual amenity. Therefore, the development complies with Policy ESD15 of the CLP 2015 and Government guidance contained within the Framework.

10. RECOMMENDATION

That consent is granted, subject to the following conditions

1. This consent to display advertisements shall expire at the end of 5 years, beginning on the date this consent was granted.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

2. Except where otherwise stipulated by conditions attached to this permission, the development shall be carried out strictly in accordance with the information contained within the application form and the following approved plans: A000 REVISION P01, A011 REVISION P10, A219 REVISION P03 and DWD Amazon Signage Pro Forma – DOX2 Banbury.

Reason – For the avoidance of doubt, to ensure that the development is carried out only as approved by the Local Planning Authority and comply with Government guidance contained within the National Planning Policy Framework.

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 - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

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 - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

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 - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as

amended).

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 - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

7. Where an advertisement is required under the Advertisement Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Case Officer: Michael Sackey

DATE: 03.10.2022

Checked By: Nathanael Stock

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