

Recommendation: Conditional approval	
20192172	ASDA 1 Exploration Drive
Proposal:	Installation of seven non-illuminated fascia signs to car wash; Installation of four freestanding signs (Sui Generis)
Applicant:	Waves Valeting Services Ltd
View application and responses	https://planning.leicester.gov.uk/Planning/Display/20192172
Expiry Date:	7 January 2020
CH	WARD: Abbey



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Summary

- Reported to committee as it relates to application 20192171
- No objections to this sign application
- The issue is visual amenity

The Site

The application relates to a proposed car wash within the car park of a supermarket.

Background

There is a corresponding application (ref. 20192171) for the proposed change of use of part of the car park to a car wash, the construction of a single storey detached building, construction of a canopy, installation of a security camera, installation of flood lights and alterations. The application is currently under consideration.

20141564 – One non-illuminated pole sign; two non-illuminated vinyl wall signs to shop; two non-illuminated vinyl signs to petrol filling station canopy (Express Consent was granted on 10/02/2015)

20140467 – Forty nine signs including one five metre led totem sign, two internally illuminated wall mounted signs, one externally illuminated wall mounted sign, non illuminated fascia and wall mounted signs, post mounted and banner signs (A mixed decision was issued on 24/06/2014. This consent did not allow for two directional signs due to their design and location being a distraction to drivers on the adjacent highways).

20111711 – Foodstore (Class A1) with petrol filling station, parking and landscaping and technology/innovation building (class B1b) with parking and landscaping (Conditional approval was granted 27/09/2011 – implemented).

The Proposal

The proposal is for the installation of a total of 11 advertisements to the proposed car wash within the carpark of the supermarket. The signs are as follows:

- Signs 1 and 2 are non-illuminated fascia sign. They are proposed to measure 2.2m in width by 1.8m in height.
- Sign 3 is a non-illuminated fascia sign. It is proposed to measure 1.95m in width by 1.8m in height.
- Signs 4 and 5 are non-illuminated fascia sign. They are proposed to measure 1.5m in width by 0.25m in height
- Sign 6 is a non-illuminated fascia sign. It is proposed to measure 0.65m in width by 1m in height.
- Sign 7 is a non-illuminated fascia sign. It is proposed to measure 0.34m in width by 0.34m in height.

The above signs would all be located on the car wash cabin.

- Signs 8, 9, 10 and 11 are non-illuminated free-standing signs. They are proposed to measure 2.2m in width by 1.8m in height and would act as screens on either side of the carwash.

Policy Considerations

National Planning Policy Framework (NPPF) 2019

Paragraphs 2 and 11 (Presumption in favour of sustainable development)

Paragraphs 127 and 130 (Good Design)

Paragraph 132 (Quality and character of places can suffer when adverts are poorly sited and designed)

Development Plan policies

Development plan policies relevant to this application are listed at the end of this report.

Representations

Four representations have been received for one city address concerning the proposed use of car wash and a sign already in place at the ASDA supermarket. As the issues raised do not relate to the proposed advertisements, I do not consider that these representations can be considered as part of this proposal.

Consideration

The main issues in this case are visual amenity and public safety.

Visual Amenity

I consider the design and sizes of the signs are proportionate in relation to the car wash and would have a minimal impact in regards to visual clutter. I also consider the design fits in with the surrounding area, with the style and size of the signage being similar to those in the surrounding area.

Public Safety

The non-illuminated signs are appropriately designed so as not to cause a distraction to drivers on the adjacent highways and within the car park, nor will they cause an obstruction to highway visibility. The signs will be of an appropriate height and projection from the face of the building and the screen would be located so as not to cause safety concerns to pedestrians.

I therefore recommend EXPRESS CONSENT subject to the following conditions:

CONDITIONS

1. This consent shall relate solely to the submitted plans ref. no. LE4 5NU - PL-005 received by the City Council as local planning authority on 12/11/2019. (For the avoidance of doubt.)

Policies relating to this recommendation

- 2006_PS10 Criteria will be used to assess planning applications which concern the amenity of existing or proposed residents.
- 2014_CS03 The Council will require high quality, well designed developments that contribute positively to the character and appearance of the local natural and built environment. The policy sets out design objectives for urban form, connections and access, public spaces, the historic environment, and 'Building for Life'.