

East Area Planning Committee

6th June 2016

Application Number: 16/00860/ADV

Decision Due by: 30th June 2016

Proposal: Display of 3 x internally illuminated fascia sign on proposed building.

Site Address: John Radcliffe Hospital, Headley Way (**site plan: appendix 1**)

Ward: Headington Ward

Agent: Mr Brendan O'Donovan

Applicant: Ronald McDonald House Charities

Recommendation:

The East Area Planning Committee is recommended to grant advertisement consent for the following reasons:

- 1 The proposed advertisements suit their visual setting, forming an appropriate visual relationship with the proposed building whilst also not detracting from the character and appearance of the John Radcliffe Hospital grounds or creating any highway safety issues. The proposal complies with adopted policies contained in the Oxford Local Plan and the Oxford Core Strategy. No third party representations have been received
- 2 The Council considers that the proposal accords with the policies of the development plan as summarised below. It has taken into consideration all other material matters, including matters raised in response to consultation and publicity. Any material harm that the development would otherwise give rise to can be offset by the conditions imposed.

Conditions

- 1 Five year time limit
- 2 Advert - Statutory conditions
- 3 Fascia Signage Illumination levels

Principal Planning Policies:

Oxford Local Plan 2001-2016

CP1 - Development Proposals

RC14 - Advertisements

Core Strategy

CS18_ - Urban design, town character, historic environment

Other Planning Documents

National Planning Policy Framework

Public Consultation

Statutory Consultees

- Natural England: No comment

Third Parties

No comment

Officers Assessment:

Background to Proposals

1. The application site is situated in the south-western corner of the John Radcliffe Hospital campus (**appendix 1**).
2. The application site is bounded to the north by car parking associated with the hospital. To the east is an access road and beyond this a nurses' accommodation building. To the west are rear gardens of properties along Sandfield Road. The site is comprised of an existing tennis court and a grassed amenity landscape area to the south with a number of large specimen trees. A contiguous tree belt runs along the western boundary providing screening and enclosure to the rear gardens of the adjacent properties. The site also lies adjacent to the Old Headington Conservation Area.
3. The application is seeking advertisement consent for the display of three x internally illuminated fascia signs on the four-storey 62 bedroom Ronald McDonald House proposed under 16/00859/FUL.
4. Officers consider the principal determining issues to be:
 - Visual impact of the advertisement
 - Highway Impacts

Visual Impact

5. When considering proposals involving outdoor advertisements, Policy RC14 makes clear that consent will only be granted where they suit their visual setting in terms of scale, design, appearance, and materials; preserve or enhance the visual amenity of the building; and do not significantly prejudice highway safety or residential amenity.
6. The signage would include 2 fascia signs at high level on the north and eastern

elevations measuring 2.5m x 1.812m, and a smaller sign at the entrance measuring 1.25m x 0.906m. The signage would be plastic coated aluminium with black text on the grey cladding panel for the high level sign, and the brick background for the ground floor sign.

7. In terms of visual amenity, officers consider that the advertisements would form an appropriate visual relationship with the proposed building and would not detract from the character and appearance of the hospital grounds in accordance with Policy RC14.

Highway Matters

8. The proposed signage would only be visible from within the hospital grounds and would not compromise highway safety. The signage would provide suitable wayfinding information for the visitors to the hospital for all highway users such as pedestrians, cyclists, or those in vehicles.

Conclusion:

9. The proposal is considered to be acceptable in terms of the relevant policies of the Oxford Core Strategy 2026, and Oxford Local Plan 2001-2016 and therefore officer's recommendation to the committee is to approve the development subject to the conditions listed above.

Human Rights Act 1998

Officers have considered the Human Rights Act 1998 in reaching a recommendation to advertisement consent, subject to conditions. Officers have considered the potential interference with the rights of the owners/occupiers of surrounding properties under Article 8 and/or Article 1 of the First Protocol of the Act and consider that it is proportionate.

Officers have also considered the interference with the human rights of the applicant under Article 8 and/or Article 1 of the First Protocol caused by imposing conditions. Officers consider that the conditions are necessary to protect the rights and freedoms of others and to control the use of property in accordance with the general interest. The interference is therefore justifiable and proportionate.

Section 17 of the Crime and Disorder Act 1998

Officers have considered, with due regard, the likely effect of the proposal on the need to reduce crime and disorder as part of the determination of this application, in accordance with section 17 of the Crime and Disorder Act 1998. In reaching a recommendation to grant advertisement consent, officers consider that the proposal will not undermine crime prevention or the promotion of community safety.

Contact Officer: Andrew Murdoch

Extension: 2228

Date: 27th June 2016

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