

West Area Planning Committee

8th October 2019

Application number:	19/01389/CT3		
Decision due by	24th September 2019		
Extension of time	16 th October 2019		
Proposal	Replacement of 5no. freestanding signs.		
Site address	The Roundabout, The Plain, Oxford– see Appendix 1 for site plan		
Ward	Holywell Ward		
Case officer	Stacey Harris		
Agent:	N/A	Applicant:	Mrs Caroline Chanides (Oxford City Council)
Reason at Committee	The application is before the Committee because the applicant is Oxford City Council .		

1. RECOMMENDATION

1.1. West Area Planning Committee is recommended to:

1.1.1. **approve the application** for the reasons given in the report and subject to the required conditions set out in section 12 of this report and grant advertisement consent for the replacement signs.

1.1.2. **agree to delegate authority** to the Acting Head of Planning Services to:

- finalise the recommended conditions as set out in this report including such refinements, amendments, additions and/or deletions as the Acting Head of Planning Services considers reasonably necessary.

2. EXECUTIVE SUMMARY

2.1. This report considers the replacement of 5No. advertisement signs on the Plain Roundabout in East Oxford. Officers consider that the proposals would not have an adverse impact on the amenity of the area, Conservation Area or Listed Buildings and would not adversely impact on highway or public safety. The proposal would therefore comply with Policies CP1, CP8, RC14, HE7 and HE3 of the Oxford Local Plan and CS18 of the Core Strategy and the NPPF.

3. LEGAL AGREEMENT

3.1. A legal agreement is not required for this application.

4. COMMUNITY INFRASTRUCTURE LEVY (CIL)

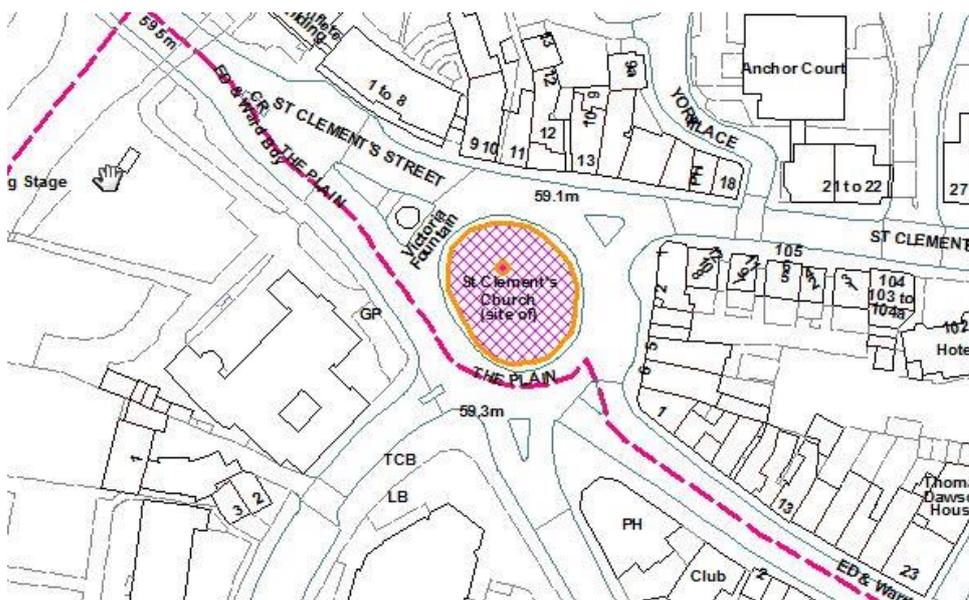
4.1. The proposal is not liable for CIL.

5. SITE AND SURROUNDINGS

5.1. The application site is the roundabout at The Plain located east of the city centre, beyond Magdalen Bridge. The area of open space is surrounded by buildings forming a focal point and gateway into and out of the city. The application site is surrounded by a number of grade II listed buildings and the grade II listed Victoria Fountain, and The Peace Stone located on the roundabout itself. The site is also located within the St. Clements and Iffley Road Conservation Area. The roundabout is highly visible, marking the convergence of three major routes into the city centre.

5.2. The surrounding area comprises predominantly commercial properties.

5.3. See location plan below:



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Ordnance Survey 100019348

6. PROPOSAL

6.1. The application seeks advertisement consent to replace 5No. existing signs for 5No. new signs. The signs proposed would be like for like in terms of scale. The existing posts for the signs would be retained in their current location. The material of the signs would be aluminium (with a thickness of 3mm). None of the proposed signage would be illuminated.

7. RELEVANT PLANNING HISTORY

7.1. There is no relevant planning history.

8. RELEVANT PLANNING POLICY

8.1. The following policies are relevant to the application:

Topic	National Planning Policy Framework	Local Plan	Core Strategy	Sites and Housing Plan	Emerging Plan
Design	132	CP1 CP8 RC14	CS18		DH1 DH6
Conservation / Heritage	16	HE7 HE3			DH3

9. CONSULTATION RESPONSES

9.1. Site notices were displayed around the application site on 6th August 2019 and an advertisement was published in The Oxford Times newspaper on 8th August 2019.

Statutory and non-statutory consultees

Oxfordshire County Council (Highways)

9.2. The application seeks replacement of 5No. freestanding signs. The proposed signs are unlikely to have a detrimental impact on the highway from a traffic and safety standpoint. Oxfordshire County Council do not object to the granting of planning permission.

Public representations

Oxfordshire Preservation Trust

- 9.3
- Effect on character of area
 - General dislike or support for proposal
 - Information missing from plans

The application site is located within the St Clements & Iffley Road Conservation Area, and is also immediately adjacent to the Grade II listed 'Victoria Fountain' which is a well-known landmark when approaching Oxford city centre from the east.

Due to the site being located within a Conservation Area, and the close proximity of a designated Heritage Asset the NPPF advises that a Heritage Impact Assessment should be submitted as part of any application documentation to provide an analysis of the potential impacts the proposed development could have on the designated heritage assets. This assessment

appears to be missing from application documentation and as such should be requested and provided prior to determination.

As you may be aware OPT worked with the City Council to raise the money to refurbish and repair the Victoria Fountain, with the works being completed in March 2009. Work has since continued to maintain the appearance of this important landmark building, and OPT have concerns that the addition of a number of advertising signs immediately adjoining this site could be harmful to the setting of the listed building.

The Council's own Conservation Area Appraisal document states: "The Plain marks the convergence of three major routes and is littered with road signs, bollards, road markings and pedestrian crossing points all of which have a detracting impact upon the appearance and historic nature of the area". OPT have concerns that a number of prominent advertising signs on the roundabout would only increase the detracting impact signage and advertising are having on the historic nature of the area.

28 Stoney Brook, Horsham

9.4 Objections:

- Impact on the appearance of the signage
- Impact on character of the area

10. PLANNING MATERIAL CONSIDERATIONS

10.1. Officers consider the determining issues to be:

- i. Amenity Considerations
- ii. Highway Safety

i. Amenity Considerations

10.2. The application site is located in a highly visible location forming a main route into the city centre. The site falls within the St. Clements and Iffley Road Conservation Area and there are a number of grade II listed buildings surrounding the application site, as well as the Victoria Fountain and The Peace Stone, which are also both grade II listed.

10.3. Policy RC14 of the Oxford Local Plan (OLP) and Policy DH6 of the Emerging Local Plan (ELP) relate to adverts and signage. The policies require adverts to positively contribute to the character and design of the existing building and surrounding area, avoid visual clutter and ensure they do not significantly prejudice highway safety or residential amenity.

10.4. Paragraph 132 of the NPPF states that "The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient

and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

- 10.5. The freestanding signs given they are already located on the roundabout, are not considered to have an adverse impact on visual amenity of the area. They are discretely sited and relatively small-scale additions to the streetscene. No additional signs are proposed; the existing 5No. signs would be replaced at the same size, sited in the same location and the applicant has confirmed that they will be placed on the existing posts, with the content of the sign being the only change. The colours, text and content of the signs are also not dissimilar to what already exists. As such the replacement of the signs would be considered to have a neutral impact on the Conservation Area and setting of the Listed Building and would therefore be acceptable. The proposals would therefore not give rise to harm to designated heritage assets and the development would therefore comply with the requirements of Paragraphs 192-196 of the NPPF.

ii. Highway Safety

- 10.6. Oxfordshire County Council Highways have no objection to the proposal. The signs will be located on existing posts located on the roundabout. They are considered unlikely to have a detrimental impact on the highway from a traffic and safety standpoint. The alterations to the signs are not considered to give rise to distraction to passing motorists further to what already exists, and as such will not impact further on highway safety.

11. CONCLUSION

- 11.1. The replacement of the existing signs is not considered to impact on visual amenity of the area as well as the wider Conservation Area and setting of the Listed Buildings. The application therefore accords with Policies RC14 of the Oxford Local Plan, Policy CS18 of the Core Strategy and Policy DH6 of the Emerging Local Plan.
- 11.2. It is recommended that the Committee resolve to grant advertisement consent for the development proposed subject to conditions.

12. CONDITIONS

- 1 The consent to display the sign(s)/advertisement(s) hereby permitted is for a period of 5 years only from the date of this consent. At or before the end of this period the sign(s)/advertisement(s) shall be removed.

Reason: The advertisement hereby permitted is one that the Local Planning Authority will only permit for a strictly limited period in accordance with policies CP1 and RC14 of the Adopted Oxford Local Plan 2001-2016.

- 2 The development permitted shall be constructed in complete accordance with the specifications in the application and approved plans listed below, unless otherwise agreed in writing by the local planning authority.

Reason: To avoid doubt and to ensure an acceptable development as indicated on the submitted drawings in accordance with policy CP1 of the Oxford Local Plan 2001-2016.

- 3
- (i) All advertisements displayed, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
 - (ii) Where any advertisement is required under the Advertisement Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.
 - (iii) No advertisement is to be displayed without the permission of the owner of the site or any person with an interest in land that the advertisement consent relates to.
 - (iv) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: To ensure that the permitted advertisement is maintained in a safe and tidy condition in accordance with Policy RC14 of the Adopted Oxford Local Plan 2001-2016. These conditions are imposed by the Town & Country Planning (Control of Advertisements) Regulation 2007.

- 4
- Notwithstanding the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the size, colouring and lettering of the advertisement hereby granted consent shall not be altered in any way without the prior written approval of the Local Planning Authority.

Reason: In the interests of visual amenity in accordance with policies CP1 and RC14 of the Adopted Oxford Local Plan 2001-2016.

13. APPENDICES

- **Appendix 1** – Site location plan

14. HUMAN RIGHTS ACT 1998

- 14.1. Officers have considered the implications of the Human Rights Act 1998 in reaching a recommendation to approve this application. They consider that the interference with the human rights of the applicant under Article 8/Article 1 of Protocol 1 is justifiable and proportionate for the protection of the rights and freedom of others or the control of his/her property in this way is in accordance with the general interest.

15. SECTION 17 OF THE CRIME AND DISORDER ACT 1998

- 15.1. 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.

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