

East Area Planning Committee

7th January 2015

Application Number: 14/02951/ADV

Decision Due by: 30th December 2014

Proposal: Display of 1x externally-illuminated fascia sign, 2x non-illuminated monolith signs, 15x non-illuminated plate fixed parking signs, 3x lamp banner parking signs and 3x post mounted parking signs, 2x non-illuminated building banners, 5x non-illuminated lamp banners, 2x non-illuminated wall signs, 10x non-illuminated art panels and 2x non-illuminated manifestations.

Site Address: Blackbird Leys Leisure Centre Pegasus Road (**site plan: appendix 1**)

Ward: Blackbird Leys Ward

Agent: Mr David Bamforth

Applicant: Mr Ian Brooke

Recommendation:

APPROVE

Reasons for Approval

- 1 The proposed advertisements suit their visual setting, forming an appropriate visual relationship with the existing leisure centre whilst also not detracting from the character and appearance of Pegasus Road 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 Sign Illumination Levels
- 4 Illumination only during opening hours

Main Local Plan Policies:

Oxford Local Plan 2001-2016

CP1 - Development Proposals

CP10 - Siting Development to Meet Functional Needs

RC14 - Advertisements

Core Strategy

CS18_ - Urban design, town character, historic environment

Other Material Considerations:

National Planning Policy Framework

Planning Practice Guidance

Relevant Site History:

11/00242/CT3 - Extension to existing Blackbird Leys Leisure Centre to provide 25m swimming pool, learner and fun pools and ancillary facilities. Alterations to existing leisure centre including new entrance, plus external works including landscaping and alterations to existing car parking to provide 121 spaces and 50 cycle spaces. (Additional Information): Approved

Representations Received:

None

Statutory Consultees:

Oxfordshire County Council: No objection subject to conditions

Officers Assessment:

Site Location and Description:

1. The site is located on the northern side of Pegasus Road, and is bordered by the Oxford and Cherwell Valley College to the north-west, playing fields and Blackbird Leys Park to the north and east, and Evenlode Tower to the west. The site is within a predominately residential area with properties on the southern side of Pegasus Road facing the site (**site plan: appendix 1**).
2. The site comprises the Blackbird Leys Leisure Centre which includes a multi-use sports hall, gym, exercise studios, spin studio, crèche, and café. The centre has undergone various refurbishment works in recent years and an extant planning permission for the provision of a new 25m swimming pool, learner and fun pools and ancillary facilities which is currently being implemented.
3. The site is accessed via Pegasus Road with a car park located to the west of the multi-use sports hall which has 89 spaces including a small area for disabled parking. There is also cycle parking of 30 spaces and pedestrian access to the facility along the frontage.

Proposal

4. Advertisement consent is sought for the display of the following advertisements

- 1 x externally-illuminated fascia sign,
- 2 x non-illuminated monolith signs,
- 15 x non-illuminated plate fixed parking signs,
- 3 x lamp banner parking signs and
- 3 x post mounted parking signs,
- 2 x non-illuminated building banners,
- 5 x non-illuminated lamp banners,
- 2 x non-illuminated wall signs,
- 10 x non-illuminated art panels and
- 2 x non-illuminated manifestations

5. Officers consider that the principle determining issues in this case would be the visual impact of the advertisements upon the building and surrounding area and also any highway impacts that may arise.

Visual Impact

6. In 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.

7. The advertisements form part of the rebranding of the leisure centre to include the new pool which was granted planning permission under 11/00242/CT3 and also the sports pavilion approved under 13/01397/CT3. These would be as follows:

8. A fascia sign for the leisure centre which will rebrand the existing leisure centre as the 'Leys Pools and Leisure Centre' and have fretcut lettering and the City Council logo which will be illuminated by an uplighter fitted to the external face of the building:

9. A totem at the entrance to the pool which would be typical of the types of signage associated with a leisure centre, and provides a legible guide towards the entrance to the centre.

10. A non-illuminated sign mounted on the wall of the existing centre at the main entrance to the leisure centre, and providing a list of the facilities available within the centre. The glazing to the main entrance and windows in the side elevation of the pool extension will have graphics and text sandblasted onto them with 'welcome' lettering, the name of the centre, and images of swimmers.

11. There will also be a number of signage banners around the building and lamp posts to advertise the pool, the Blackbird Leys Football Club and act as wayfinding signage around the building. A set of art panels depicting individual

sports on the existing leisure centre is also proposed.

12. The parking area would have a totem at the main entrance which advertises the parking area, and includes wayfinding signage and parking display information at specific points throughout the car park
13. In terms of visual amenity, the signage would suit the visual setting of the leisure centre in terms of scale, design and appearance. The signage would strike an appropriate balance between providing awareness of the available facilities within the centre, suitable wayfinding information to the respective parts of the building, and also relevant information for site management. Officers consider that the advertisements would form an appropriate visual relationship with the site and would not detract from the character and appearance of the street scene in accordance with Policy RC14.

Highway Matters

14. The proposed signage would be visible from Pegasus Road but would not compromise highway safety. The signage would provide suitable wayfinding information at specific points for all highway users such as pedestrians, cyclists, or those in vehicles.
15. The Local Highways Authority has raised no objections to the proposal on highway safety grounds subject to conditions which set the level of illumination for the external fascia sign, and that the illumination should only be illuminated during the opening hours of the business.

Conclusion:

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

Human Rights Act 1998

Officers have considered the Human Rights Act 1998 in reaching a recommendation to grant 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: 22nd December 2014

This page is intentionally left blank