CASE OFFICER'S REPORT

Application Reference:	PL/2023/07083
Application Type:	Consent to display an advertisement
Site Inspection:	
Consultation ends:	22 September 2023
Case officer:	Hilary Baldwin

Site Address:	Leigh Delamere Motorway Services Westbound, Leigh Delamere, SN14 6LB
Proposal:	Replacement building fascia sign and replacement site entrance totem sign.
Recommendation:	Approve with Conditions

Proposal

The application seeks advertisement consent to replace existing signage above the main pedestrian entrance into the food court building and to replace totem signage on the highway slip road from the westbound carriageway of the M4 motorway.

The food court signage would be round with a diameter of 2m, be affixed to hang away from the building by 0.19m. The sign would comprise white aluminium with coloured lettering and logo of the service provider of the site, written across the centre of the sign. The sign would be illuminated from behind to a total of 6414 lumens and 100cd/m2.

The totem signage would have overall dimensions of 1.8m wide, total of 6.5m tall and overall depth of 0.34m deep. Topped with the name of the service provider, the totem would contain signage and logos of each of the individual outlets on the site. The casing and individual signage plates would be fabricated aluminium with the main frame of steel. The totem would be internally illuminated to differing levels with the maximum being 200cd/m2 and minimum being 100cd/m2 for the separate tenant signage and service providers within the facility.

Site Description

The application site is the westbound service centre for the M4 motorway known as Leigh Delamere. The site is typical of such services with internal roadways and parking, pedestrian walkways and a main building providing food and convenience outlets for motorists.

The site is located on the southern side of the motorway and whilst there is a service road into the south of the site for staff and emergency access, the site is discrete in terms of the highway network with a tree lined slip road. There are no directly adjacent residential properties, and the surrounding area is characterized by agricultural fields and tree lined roadways.

Planning History

There is planning and advertisement history on the site, but none that is considered to impact upon the determination of the current proposal as it is evident that the use of the site for motorway services is long standing.

Policy Considerations

National Planning Policy Framework (NPPF) 2023

Paragraph 126 - Function and form of Development
Paragraph 136 - Advertisement Control

Wiltshire Core Strategy adopted 2015 (WCS)
Core Policy 1- Settlement Strategy
Core Policy 2- Delivery Strategy
Core Policy 57- Ensuring High Quality Design and Place Shaping

Consultations
Kington St Michael Parish Council - No comment to make.

Highways - No Comment but state that the signs are contained within the site curtilage and on land which is not public highway land.

National Highways - No Objection but comment as follows;
Only the totem sign is of interest, however, noting that the proposal is for the replacement of an existing sign within the services, it is unlikely to be visible to passing motorway traffic to a degree that would constitute a distraction to drivers that could be considered unacceptable in highway safety terms.

Letters of Representation
No letters of representation were received in relation to the proposed advertisements.

Key Issues
Amenity
Scale and Design
Public Safety

Assessment
Principle of Development
Core Policy 57 of the Wiltshire Core Strategy permits advertisements and signage which are sensitively designed, and which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials.

In this instance the proposed signage is considered to be of a sympathetic and uniform appearance befitting the scale of the site to which it relates and to the extant use of the service area and built form across a wide area. The principle of the proposal is therefore considered compliant with CP57 subject to other site-specific considerations.

Amenity
The proposal seeks to erect replacement signage both on the food court building and in terms of a replacement totem sign located on the slip road from the westbound carriageway of the motorway. The site is characterised by services and facilities commensurate with the use of the land as a motorway service station and the signage, particularly the totem sign, is within the confines of that facility.

In terms of visual amenity, whilst the proposed signage would be highly visible and illumiated, it is not considered out of context with the existing development and would replace similar signage already in place in both locations.

The Framework states at paragraph 136 that the quality and character of places can suffer when advertisements are poorly sited and designed. In this instance, the simple lines of the signage and sole instance of an entrance sign and totem sign are considered appropriate and would not lead to visual clutter or detriment to local visual amenity and will comply with the guidance and provision of the Framework.

Scale and Design

Core Policy 57 requires that new advertisements are appropriate and sympathetic to their setting by means of scale, design, lighting and materials.

The overall scale of the signs are considered commensurate with the scale of the site and whilst large, are suitable for the use of the site, provide only relevant information for drivers and are not out of character with the development to which it relates. There would be some illumination but this would be internal illumination on the totem and a backlit sign to alert visitors to the location of the main entrance into the food and services building. The totem pole is located discretely on the slip road entrance and would not be highly visible to other motorists passing on the main carriageways as to result in distraction due to the tree lined nature of that roadway. The signage would not be highly visible from any other location outside of the motorway network and site.

The Parish Council have not made any objections to the proposal, no letters of representation have been received and there are no concerns from either the County of National Highway agencies, therefore a standard timed expiry of consent for permission to display an advertisement in considered acceptable.

Public Safety

There is not considered to be any risk to public safety as a result of the signage. Whilst the adjacent motorway is heavily used, such signage is considered consistent with such advertising hoardings and the Council's Highway Officer and National Highway Agency has confirmed there is no objection to the location or concern with regard to highway distraction or nuisance.

Conclusion

Given the limitations set out in the NPPF and the considerations of Core Policy 57(x) it is considered that the impact of the proposed advertisements are acceptable subject to suitable conditions.

No concerns have been raised in connection to either public safety or highways. The proposals would achieve an acceptable standard of design, complying with Core Policy 57 as well as the relevant section of the NPPF (2019) and relevant legislation (Town and Country Planning (Control of Advertisements) (England) Regulation 2007).

Conditions: (3)

1 This consent shall expire at the end of the period of [5] years from the date of this Notice.

REASON: To comply with Regulations 14 (7) and (8) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 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.

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.

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.
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.
Where an advertisement is required under these 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 Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3 The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

7963_10 Location Plan. Received on 21 August 2023
32011 - MOTO - LDW - EXT - PLANNING - REV 00. Signage Details. Received on 21 August 2023

REASON: For the avoidance of doubt and in the interests of proper planning.

Informatives: (3)

4 Any alterations to the approved plans, brought about by compliance with Building

Regulations or any other reason must first be agreed in writing with the Local Planning Authority before commencement of work.

5 The applicant should note that the grant of planning permission does not include any separate permission which may be needed to erect a structure in the vicinity of a public sewer. Such permission should be sought direct from Thames Water Utilities Ltd / Wessex Water Services Ltd. Buildings are not normally allowed within 3.0 metres of a Public Sewer although this may vary depending on the size, depth, strategic importance, available access and the ground conditions appertaining to the sewer in question.

6 The applicant is requested to note that this permission does not affect any private property rights and therefore does not authorise the carrying out of any work on land outside their control. If such works are required it will be necessary for the applicant to obtain the landowners consent before such works commence.

If you intend carrying out works in the vicinity of the site boundary, you are also advised that it may be expedient to seek your own advice with regard to the requirements of the Party Wall Act 1996.