CASE OFFICER'S REPORT

Application Reference:	PL/2023/08942
Application Type:	Consent to display an advertisement
Site Inspection:	Not revisited
Consultation ends:	20 December 2023
Case officer:	Julie Mitchell

Site Address:	One Stop, Stonehenge Retail Park, The Packway, Larkhil, SP4 8PZ
Proposal:	Proposed Totem Sign, Fascia, ATM Sign, ATM Clip Frame, ACM Panels, Poster Cases
Recommendation:	Approve with Conditions

SITE DESCRIPTION AND PROPOSAL:

The application site is currently being redeveloped with two retail units following the demolition of a dis-used petrol filling station located to the east of the garrison settlement of Larkhill, which is not defined as a settlement within the WCS) and to the north of the boundary of the World Heritage Site.

The proposal is for advertisement consent for signage on the front elevation of one of the units (One Stop Shop) to comprise the following:

1 x Fascia sign 10.650 m x 0.65 m x 0.055 m externally illuminated with a trough light (6.575 m)
2 x Non-illuminated aluminium frames with digital print 1.25 x 2.45 m
2 x Non-illuminated aluminium composite panels with digitally printed image 0.6 m x 0.4 m (Car Park Sign)
1 x ATM Sign internally illuminated with LED 0.72 m x 0.4 m and 2 LED downlights at bottom return
1 x Non-illuminated Clip frame with ATM T&C's 0.3 m x 0.2
2 x Window manifestation on sliding doors
3 x Non-illuminated Poster cases 0.575 m x 0.83 m

The proposed plans also includes a further advertisement sign on the site frontage relating to both Units 1 and 2 comprising the following which was not included in the application form or description of development but has subsequently been added and re-consulted on:
1 x Non-illuminated Totem 3 m x 0.9 m x 0.15 m

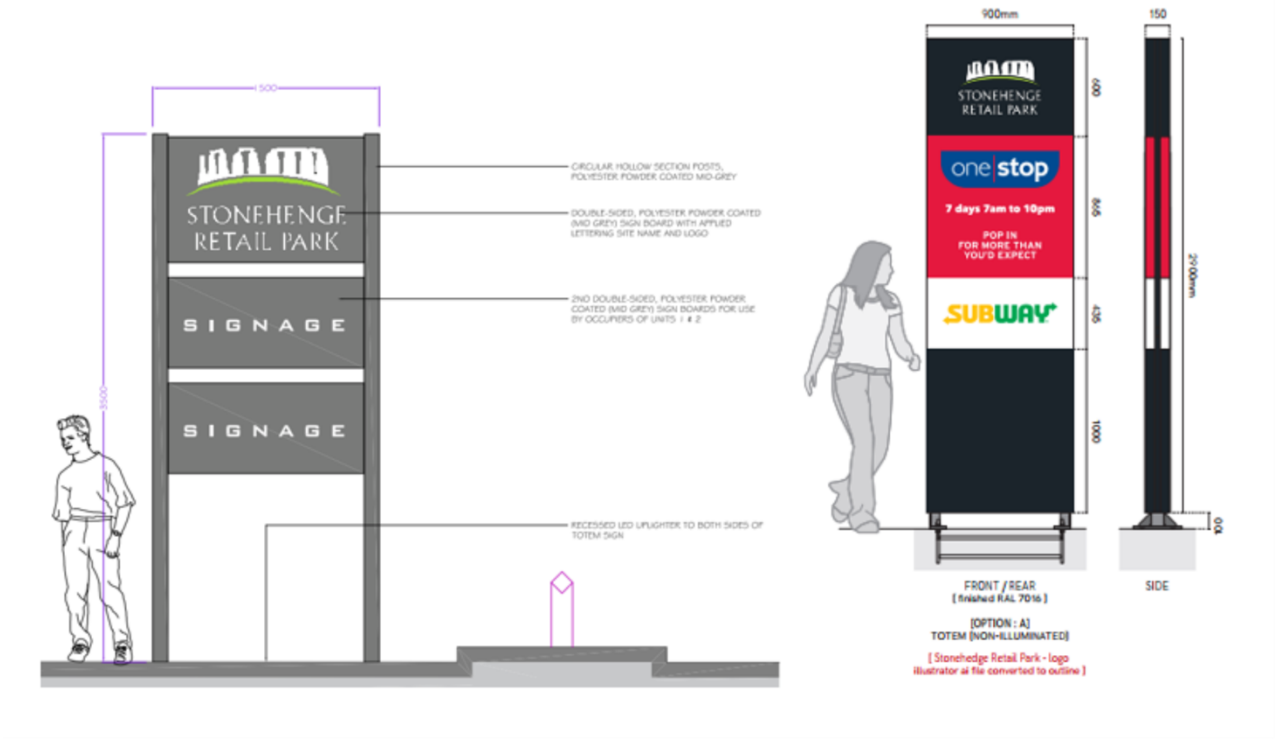
The application follows the previous grant of advertisement consents and comprises minor revisions to the approved signage.

The approved and proposed front elevation are shown below for comparison. The key difference to the signage to the building is the reduction in the width of the fascia sign and associated trough light and addition of two car park disclaimer signs above two of the approved poster cases (although it is noted that the dimensions given on the application form are consistent with the approved plan and not the proposed plan).



Approved signage (top) and Proposed signage (bottom)

The approved and proposed totem sign is shown below for comparison. The key difference is that the height of the totem is reduced from 3.5 to 2.9 metres and the width is reduced from 1.5 to 0.9 metres. The design of the signage is also markedly different. Both approved and proposed are non-illuminated.



Approved and Proposed Totem Sign

POLICIES:

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework (NPPF)

Wiltshire Core Strategy (WCS):
Core Policy 57: Ensuring high quality design and place-shaping
Core Policy 59: The Stonehenge, Avebury and Associated Sites World Heritage Site and its setting

Supplementary Planning Documents (SPD):
Stonehenge and Avebury WHS Management Plan 2015
Shopfronts & Advertisements SPD

PLANNING HISTORY:
There are various applications for the redevelopment of the site for retail units since 2017. The following applications are of direct relevance to the current proposal:

PL/2022/09088 (ADV) - Proposed Fascia, ATM Sign, ATM Clip Frame, Poster Cases - Approved
PL/2021/08705 (ADV) - Proposed totem advertisement sign - Approved

There is a current application for advertisement consent for the adjoining unit which has recently been determined separately to the current proposals:

PL/2023/08574 (ADV) - 1no. externally illuminated fascia - Approved

The following list of applications relate to the redevelopment of the site

17/09624/FUL Demolition of existing service station and the construction of a new building containing two new retail units and associated external works (Approved with conditions)
20/00801/FUL Proposed demolition of existing service station and construction of a new building containing new retail units. Associated external works (Approved with conditions)
20/06186/FUL The demolition of the existing service station and the construction of a new building containing new retail units and associated external works (Approved with conditions)
PL/2021/05433 (FUL) Demolition of existing building and erection of single storey retail building (Use Class EA) with associated external works including external lighting (Approved with conditions)
PL/2021/11431 (s73) Variation of conditions 2 and 6 PL/2021/05433 - Change of Roof Cladding From KS1000 Standing Seam to KS1000 RW Trapezoidal (Approved with Conditions)
PL/2022/02448 Discharge of Conditions 9 (Soft landscaping) & 13 (Refuse storage) of planning application PL/2021/05433 (Demolition of existing building and erection of single storey retail building (Use Class EA) with associated external works including external lighting)
PL/2023/03414 - Discharge of Condition 3 on PL/2021/11431 (Approved)
PL/2023/06448 - Discharge of conditions 5 & 14 relating to PL/2021/11431 (Variation of conditions 2 and 6 PL/2021/05433 - Change of Roof Cladding From KS1000 Standing Seam to KS1000 RW Trapezoidal) (Condition 5 Discharged only)
PL/2023/06754 - Discharge of Condition 8 of planning application PL/2021/05433 (Demolition of existing building and erection of single storey retail building (Use Class EA) with associated external works including external lighting) in respect of building services plant to Unit 1 only (One Stop Stores Limited) (Approved)
PL/2023/07292 (s73) - Variation of condition 2 (approved plans) on PL/2021/05433 to allow for change in position of proposed ATM (Approved)
PL/2023/09145 - Discharge of Condition 14 of PL/2021/11431 (Pending)

CONSULTATION RESPONSES:

Durrington Town Council: No response received

World Heritage Sites Officer:
The role of the WHS Coordination Unit is to monitor the impact of all new development on the Attributes of Outstanding Universal Value (OUV) as inscribed by UNESCO to maintain Integrity and Authenticity of the Stonehenge, Avebury and Associated Sites World Heritage Site. The Stonehenge & Avebury WHS Management Plan (2015, 8.3.18) advises that street furniture and signage “should be kept to a minimum and location and design should be carefully considered. Where planning permission is required, this should be reflected in any decisions.”

This proposal lies on the boundary of the Stonehenge WHS and as a result is within the sensitive rural setting of the WHS. This site lies within the area of the Stonehenge solstice alignment as shown in the diagram below. Therefore, in order to maintain Attribute 4 of OUV 'The design of Neolithic and Bronze Age funerary and ceremonial sites and monuments in relation to the skies and astronomy' the cumulative impact of light pollution in the WHS and its setting must carefully monitored in this area.
While the intensity of illumination of the internally illuminated ATM and externally illuminated fascia sign remains at 250 cd/m2 rather than the 100 cd/m2 conditioned in the Decision Notice of 10.01.23 for application PL/2022/09088, I note the reduction of width of trough light.
I support conditions made for PL/2022/09088 for lighting to be static and to only be operational during opening hours to further limit cumulative impact. As demonstrated in WHS Partnership member North Wessex Downs AONB 'A Guide to Good External Lighting' (4.2 Illuminated Advertisements) it is also essential that any essential lighting points downwards and not face towards areas of darkness.

Highways Officer:
I note the various advert signs. I raise no Highway objection providing the following conditions are imposed:

The illumination of the advertisement shall be implemented in a way which ensures that no source of light is directly visible from the public highway and be static and shall not be of a flashing type. REASON: In the interests of public safety

The intensity of the illumination of the advertisements(s) hereby approved shall adhere to the requirements of the current government guidance. REASON: In the interests of amenity and/or public safety

(No comment was made in respect of the change of description to include totem sign).

REPRESENTATIONS:

None received.

ASSESSMENT:

Advertisement applications are considered against The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This states that advertisement applications must be considered in terms of their impacts on amenity and public safety.

A previous application for signage in association with the One Stop Shop was submitted and approved in 2022. A further previous application for signage (totem sign) in association with both units was submitted and approved in 2021. This application seeks a fresh advertisement consent to allow for changes to the approved signage.

<u>Impact on Amenity of the Area:</u>

The site is located in open countryside outside the built up area of Larkhill and falling just outside the World Heritage Site. With the exception of the ATM which is designed with internal LED lights, all signage has been designed without internal illumination, having a trough downlight on the upper edge of the Fascia Sign and two down-lights on the underside of the ATM recess. The current proposed also includes a reduction in the dimensions of the previously approved totem sign for both units, which remains non-illuminated. It is considered that the impact of the signage on the amenity of the area would be generally acceptable given the design and its relationship to the approved retail units and the previous use of the site as a petrol filling station which would have included associated signage and previously approved signage. However this is considered to be a sensitive rural location and illumination as proposed is of concern with luminance levels as stated on the application form. Whilst the width of the fascia sign and trough light has been reduced, it is considered that the appropriate luminance levels in the context of this site should continue to adhere to the recommendations for Zone E1 as set out within the Institute of Lighting Professionals publication PLG 05 'The Brightness of Illuminated Advertisements' produced by the Institution of Lighting Professionals. The recommended luminance for zone E1 is 100 cd/m2, it is therefore considered that a condition to limit light levels to 100 cd/m2 would be appropriate, this would also ensure accordance with the highways officer's recommendation that "The intensity of the illumination of the advertisements(s) hereby approved shall adhere to the requirements of the current government guidance". This was previously agreed with the agent in the grant of the previous advertisement consent and has been notified to the current agent.

Public Safety:

The highways officer has raised no objections on highway safety ground subject to conditions regarding illumination. There are no overriding concerns with regards to highway or public safety arising from the signage on the frontage of the shop, which is set back from the public highway, or the proposed totem sign, however conditions are considered necessary.

CONCLUSION

The proposed signage is predominantly non-illuminated or externally illuminated with only the ATM signage being internally illuminated. In the context of the approved retail units on this site it is considered that the proposals would not have a detrimental effect on the amenity or character of the area including the setting of the WHS subject to controls on luminance levels nor have a negative effect on public safety subject to standard conditions and limitations relating to static illumination and hours of use.

Conditions: (5)

1 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.

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

Proposed Site Signage: Fascia, F/ACM, ATM Sign, ATM Clip Frame, ACM Panel/Car Park Sign, Manifestation, Poster Cases, ACM Panel/Car Park Sign Detail, Totem Detail, Fascia Sign Specification, ATM Free Cash Sign Specification, Location Plan and Block Plan: 20208 5164 Drawing Revision F dated 06/10/23

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

3 The intensity of the illumination of the internally illuminated ATM and externally illuminated fascia sign hereby approved shall be no greater than 100 cd/m2 having regard to the recommended luminance levels and illuminated signage area for Zone E1 set out within the Institute of Lighting Professionals publication PLG 05 ‘The Brightness of Illuminated Advertisements' produced by the Institution of Lighting Professionals.

REASON: In the interests of amenity and highway safety.

4 The internal illumination of the ATM advertisement and external illumination of the fascia sign hereby permitted shall be static and shall not be of a flashing type.

REASON: In the interests of amenity and public safety.

5 The external illumination of the fascia sign hereby permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

REASON: In the interests of amenity.