

Puriton 42/23/00004/ACN registered 02/03/23
Expiry Date: 26/04/2023 14:00:20
(Advertisement consent)

Proposal: **Installation of 11 internally illuminated signs to the front (South) elevation and 2 totem signs. at EG Group Dunball Services, Dunball, Bridgwater TA6 for EG Group**



Reason for referral to committee

This application is referred to the area committee at the request of the Chair and Vice Chair to enable the issues raised by the Parish Council to be debated.

Background

The Site

The site lies to the North East of the Dunball roundabout and following the grant of planning permission has been developed as a petrol filling station (PFS) plus associated outlets and two standalone drive through units

This is an advertisement application for 11 internally illuminated signs to the front (South) elevation and two totem signs facing Dunball Roundabout. The signage has been installed and is operational.

Relevant Planning History

42/21/00009 Advertisement consent granted for Installation of 17no. internally illuminated signs, 5no. non-illuminated graphic signs and 2no. internally-illuminated totem signs in connection with drive thru units

42/20/00031 S73 approval for variations to conditions of 42/18/00014 to allow for amendments to approval drawings, opening hours and trigger points for provisions of access.

42/18/00014 Hybrid permission granted for:

(a) full planning permission for the erection of a petrol filling station (PFS) with an ancillary A1 / A5 use and 2no. drive thru units with associated car parking, circulatory routes, landscaping, access (including internal roads), servicing and other associated works and;

(b) outline application with some matters reserved for Use Classes B1, B2, B8 and trade counter (Sui Generis)

Consultation Responses

Puriton Parish Council – object:-

The area has lots of signage already and is an eyesore. Further signage will be distracting for drivers. It is bordering a village and will provide further light pollution.

Highway Officer – standing advice applies. This states that:-

Any developer shall ensure that illuminated installations accord with the terms as detailed in the Institute of Lighting Engineers' current guidance with regard to zone and luminance levels and are so shielded or positioned as to not interfere with the use of the highway or prejudice highway safety by distracting or confusing road users; or by causing dazzle, glare, etc., due to their size, detailing and/or proximity to the public highway.

Signs, awnings, etc. overhanging the highway must have a minimum clearance to the bottom edge of 2.4m and must be no closer than 450mm to the carriageway edge

Roots or overhanging vegetation must not cause damage or obstruction to the highway. Planting schemes (especially those with trees) must allow sufficient protection from roots damage, as well as sufficient clearance from the highway that the seasonal vegetation growth will not become an issue or obstruct required visibility splays.

No structural aspect of any development should over-sail land covered by highway rights. However, where this is permitted the developer will be required to enter into a licence under s177 or 178 Highways Act 1980.

Somerset Ecology Services - no objection

Representations

None

Most Relevant Policies

Applications for advertisement consent are to be determined in light of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Main Issues

Principle

As an established commercial site, the principle of related advertisements is accepted. the only considerations for applications for advertisement consent our highway safety and amenity.

Highways Issues

No issues have been raised by the highway authority and it is not considered that the proposed signage conflicts with standing advice in that: _

- They are positioned and designed so as to not interfere with the use of the highway or prejudice highways safety. The proposed signage is on the frontage of the building well within the site such that they would not cause dazzle or glare to highway users;
- No sign would overhang the highway;
- no planting is proposed
- no aspect of the development would over-sail land covered by highway rights

On this basis, notwithstanding the comments of the PC, it is not considered that the signs would be detrimental to highway safety.

Amenity

It is not considered that the proposed signage would be incongruous in this commercial location. The signs are appropriately designed in terms of their function, purpose and position. Most of the signage would only be prominent within the site. Although this would be visible to passing motorists, it is not considered inappropriate given the commercial nature of the location and the presence of multiple fast food and retail outlets within what is promoted as the Dunball service area.

An informative is suggested to remind the applicant of need to ensure that lighting across the site is consistent with the Outdoor Lighting Report and Express Electric Plan submitted in relation to the discharge of condition 20 of the original approval for the development of this site 42/18/00014 and to ensure that the lighting complies with the Institute Of Lighting Professionals Guidance for the Brightness Of Illuminated Advertisements 2014 (or later revisions) as required by highways standing advice

On this basis, notwithstanding the comments of the PC, it is considered that no undue harm to amenity would arise.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

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.
2. 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.
3. 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.

4. 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.
5. 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 for the above five conditions: To accord with the provisions of Schedule 2 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 approved plans listed in schedule A.

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

Schedule A

Location Plan Drg No. 17.159.01 Rev. A

Block Plan Drg No. SBP-8032-01 Rev A

Dunball Externals Drg No. C-SD8032-01 Rev. M Page 2 (received 17/03/2023)

Dunball Externals Drg No. C-SD8032-01 Rev. M Page 3 (received 17/03/2023)

Dunball Externals Drg No. C-SD8032-01 Rev. M Page 4 (received 17/03/2023)

Dunball Externals Drg No. C-SD8032-01 Rev. M Page 5 (received 17/03/2023)

Dunball Externals Drg No. C-SD8032-01 Rev. M Page 6 (received 17/03/2023)

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