

Date of Meeting	7 th April 2016
Application Number	15/12231/ADV
Site Address	Co-op Food 65 Bulford Road Durrington SP4 8DL
Proposal	Proposed installation of an automated teller machine and non-illuminated top sign.
Applicant	Cardtronics UK Ltd
Town/Parish Council	DURRINGTON
Electoral Division	DURRINGTON AND LARKHILL (Cllr Graham Wright)
Grid Ref	416063 144265
Type of application	Advertisement Consent Application
Case Officer	Laura Baker

Reason for the application being considered by Committee

Councillor Graham Wright wants this matter to be considered by Committee due to Highway Safety concerns.

1. Purpose of Report

To consider the above application and the recommendation of the Area Development Manager that planning permission should be APPROVED subject to conditions.

2. Report Summary

The application has raised objections from Durrington Parish Council, 1 letter of objection has been received regards to accompanying full application for the ATM.

3. Site Description

The application site lies on a corner plot on the northern side of the Bulford Road and New Road junction within the village of Durrington. The area is predominantly residential with retail units and a doctor's surgery neighbouring to the north of the site. Situated approximately 150m to the south off School Drive is the Durrington Junior School. The site does not fall within a conservation area, nor are there any listed buildings within the vicinity. The site has its own car park to the rear that accommodates 14 spaces.

4. Planning History

S/2004/1067	Installation of Automatic Teller Machine	Approved with conditions – June 2004
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5. The Proposal

The application seeks advertisement consent for signage associated with a full planning application that this application runs alongside for the installation of an Automatic Teller Machine (ATM) on the front elevation of the building facing onto Bulford Road (15/11944/FUL). Permission was previously granted in 2004 for an ATM on the site but the works have not been implemented.

6. Local Planning Policy

National Planning Policy Framework (NPPF):

- Section 7: Requiring good design
- Paragraph 67

Wiltshire Core Strategy (WCS):

- Core Policy 57: Ensuring high quality design and place shaping

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

Shopfronts an Advertisement Design (Supplementary Planning Guidance)

7. Summary of consultation responses

Local Highways Authority – No objections

Parish Council – Objections

8. Publicity

The application was advertised by press / site notice and neighbour consultation letters.

1 letter of representation have been received which objects to the proposal on the basis of harm to the community that would result from possible parking issues that may be associated with the scheme.

Bulford Parish Council – Object to the application

“We have concerns over road and pedestrian safety due to its location facing a controlled pedestrian crossing adjacent to a bus stop and next to a busy parking area for the Chemist and a Doctors surgery opposite. This section of road is frequently blocked by

delivery vehicles gaining access to the rear of the shop and despite traffic restrictions drivers illegally park on the crossing white lines directly adjacent to the proposed location. Whilst supplying a good service for pedestrians it will encourage some drivers to illegally park when using the facilities and only exacerbate the traffic problem in this area.”

Highway Officer – No objections to the application

“The ATM will be attached to an existing food / convenience store and whilst some users of the ATM may drive to the site solely to use the machine, many will combine it with a visit to the Co-op. It serves the local community, some of whom will walk and will benefit from a conveniently located ATM. The Co-op has a reasonable sized accessible car park to the rear of the store for the use of all customers. I also note that there are parking restrictions (double yellow lines) on New Road, adjacent to the Co-op and the location of the zebra crossing and zigzag markings should prevent parking directly to the front of the store, as it is an offence to park on zigzag markings.

I have considered the proposal and I note the concern of the local residents however I wish to raise no highway objection to the ATM or the associated signage.”

9. Planning Considerations

9.1 Impact on the Amenity of the Area

The signage associated with the ATM is of a colour and design that are standard for the Co-operative and universal throughout their stores. The proposed signage includes a green and white sign advertising the ATM placed directly above the ATM and is not proposed to be illuminated. It is considered that the signage would sit comfortably on the unit. The site is already used as a local shop unit and an ATM is a common occurrence with this type of use, the addition of this signage would not give the appearance of the elevation being cluttered. It is not considered that an addition of this nature would have any detrimental impact on the amenity of the area.

The ATM and signage is proposed to be sited on the front elevation of the unit facing on to the Bulford Road. It is not considered that any negative impact would result on visual amenity with the proposed location.

9.2 Impact on Public Safety

It is not considered that there would be any increased risk to public safety with the replacement signage. The proposed sign, by reason of its size and positioning, would not project or overhang the public highway in a manner which would harm the safety of those using the public highway.

The proposed signs, by reason of their positioning, design and non-illumination, would not distract those using the highway. Wiltshire Highways have no highway safety concerns.

Consequently, it is considered that the proposal would not present a safety risk to the public.

10. Conclusion

The proposed sign is considered to be acceptable by virtue of public safety and its limited impact on amenity, and are therefore considered to be in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the National Planning Policy Framework.

Subject to conditions, it is not considered that the scheme will have an adverse impact upon the amenity of the area or public safety and is therefore recommended for approval.

RECOMMENDATION: To grant advertisement consent subject to the following conditions:

(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:

- Site Location Plan
- Drawing No. E017970
- Drawing No. N W0303

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