

APPLICATION NO.	P15/S1509/A
APPLICATION TYPE	ADVERTISEMENT
REGISTERED	21.5.2015
PARISH	DIDCOT
WARD MEMBER(S)	Margaret Davies Anthony Nash Anthony Dearlove
APPLICANT	Hammerson UK Properties Plc
SITE	Orchard Centre, High Street, Didcot, OX11 8EQ
PROPOSAL	Erection of new signage.
AMENDMENTS	None
GRID REFERENCE	452881/190099
OFFICER	Paul Bowers

1.0 **INTRODUCTION**

1.1 The application is referred to planning committee because of its direct association with the previous item on the agenda.

1.2 The Orchard Centre sits between Hitchcock Way, Broadway and Station Road. It currently comprises a number of retail units, including a Sainsbury's superstore, café and restaurants. In addition it includes some highway land and some industrial and business units located to the east of the site. To the north of the site there is parking and a petrol station. A site location plan is attached at **Appendix 1**.

2.0 **PROPOSAL**

2.1 The application seeks advertisement consent from the council to erect signage associated with the business on the container. The signage comprises wording on a canopy at the front and one on the rear.

2.2 Reduced copies of the plans accompanying the application can be found at **Appendix 2** to the previous report for application reference P15/S1508. All the plans and representations can be viewed on the council's website www.southoxon.gov.uk under the planning application reference number.

3.0 **SUMMARY OF CONSULTATIONS & REPRESENTATIONS**

3.1 **Didcot Town Council** - Recommend that the application be refused because it is not in keeping with the street scene.

Highways Liaison Officer - No objection.

4.0 **RELEVANT PLANNING HISTORY**

4.1 [P15/S0433/FUL](#) – Resolution to grant planning permission,

Orchard Phase II. Demolition of existing buildings and construction of 1 and 2 storey buildings comprising retail units (Use Class A1), flexible retail units (Use classes A1/A3), restaurants (Use Class A3), a gym (Use Class D2); replacement public toilets; new public realm; improvements to existing public realm;

5.0 **POLICY & GUIDANCE**

5.1 **South Oxfordshire Core Strategy 2027 policies**

CSQ3 - Design

South Oxfordshire Local Plan 2011 policies;

AD1 - Display of outdoor advertisements

D1 - Principles of good design

South Oxfordshire Design Guide 2008

National Planning Policy Framework

National Planning Policy Framework Planning Practice Guidance

6.0 **PLANNING CONSIDERATIONS**

6.1 The main issues to consider in relation to this proposal are as follows;

- **Impact on the visual amenity of the area from the proposed signage.**
- **Impact on the safety and convenience of the public highway.**

6.2 **Impact on the visual amenity of the area from the proposed signage.**

The signage is kept to a minimum on the structure and limited to a sign with 'Pizza 1889' on the back of the building and a branded canopy on the front of the unit.

In the context of the surrounding area and particularly when viewed in the context of Sainsburys beyond, the signage is modest and not out of keeping or harmful to the visual amenities of the area.

6.3 **Impact on the safety and convenience of the public highway.**

The site is located centrally in the Orchard Centre adjacent to the car park but well away from the boundaries of the site with the highway. Consequently the proposed signage will have no impact on the safety of the users of the public highway.

7.0 **CONCLUSION**

7.1 Your officer recommends that advertisement consent is granted because the signage is kept to a minimum and in the context of the surrounding area does not appear at odds or out of keeping. It will not adversely affect the safety of users of the public highway and accords with development plan policies.

8.0 **RECOMMENDATION**

8.1 **That the application for consent to display advertisement is granted subject to the following condition:**

1. **Standard advertisement.**

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