

ADDENDUM REPORT

Planning Committee



Item Number: 6.2

Site: Royal William Yard

Planning Application: 15/02028/ADV

Applicant: Urban Splash

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Letter of representation

1. A late letter of representation has been received identified as an “observation” to the application. The points made state that the signs are out of keeping, too numerous, are “illiterate” (due to the text being in lower case) and provide minimal useful information. No amendment to the recommendation is proposed as a result of this late letter of representation.

Historic England

2. Officers have received a consultation response from Historic England which states that it has considered the application against the signage strategy produced by Gillespie Yunnie on behalf of Urban Splash in 2011. Whilst Historic England does not see the need to comment in detail it wishes to point out that the application deviates from the strategy and is therefore for the Council to consider whether appropriate justification has been provided to support the current application
3. For clarification Urban Splash’s signage strategy was never formally adopted by the Council and therefore should be treated as an evidence base only for the consideration of this application. However a very similar proposal was approved previously in 2011 under application no. 11/00155/ADV which was designed in consultation with Historic England. Officers consider the current application, whilst different from the previously approved scheme, is still acceptable when considered against the signage strategy.

Condition relating to illumination

4. Officers propose a rewording to Condition 7 which relates to the controlling of the brightness levels. The reason for the change follows consultation on the wording with the applicant. The original wording refers to a photo cell. However, if this part of the condition was adhered to it would result in the need for a change in design that would be unacceptable in historic environment terms. Therefore it is proposed that Condition 7 is amended to read:

(7) A scheme for the control of the intensity of the illumination of the advertisement, to include a dimmer control mechanism to adjust brightness accordingly, shall be submitted to, and agreed in writing by the Local Planning

Authority within one month of the date of this decision. The advertisements shall be displayed in accordance with the agreed scheme thereafter.

Reason: To protect amenity in accordance with policy CS34 of the Plymouth Local Development Framework Core Strategy (2006-2012) 2007 and paragraph 67 of the National Planning Policy Framework.