

Case Officer: Astrid Burden

Applicant: Banbury Cross Indoor Bowls Club

Proposal: Installation of a steel framed Noticeboard to carry advertisements for Banbury Cross Indoor Bowls Club

Ward: Banbury Ruscote

Councillors: Councillors Mark Cherry, Dr Isabel Creed and Amanda Watkins

Reason for Referral: Application affects Council's own land

Expiry Date: 14 October 2025

Committee Date: 6 November 2025

SUMMARY RECOMMENDATION: GRANT CONSENT SUBJECT TO CONDITIONS

MAIN REPORT

1. APPLICATION SITE AND LOCALITY

- 1.1. The application site is Woodgreen Leisure Centre which consists of a leisure centre with outdoor pool, indoor bowls hall, gym and exercise studio, along with a library. It is accessed from a roundabout on Woodgreen Avenue and has car parking situated to the north and west of the building.
- 1.2. The proposal is for a noticeboard on a grassed area between the roundabout and parking area which, at the time of the site visit, had trees and two existing metal noticeboards.

2. CONSTRAINTS

- 2.1. No relevant site constraints.

3. DESCRIPTION OF PROPOSED DEVELOPMENT

- 3.1. The application relates to a proposed steel framed noticeboard to advertise the Banbury Cross Indoor Bowls Club. The steel posts would be supported by concrete 1 metre below ground level, the height above ground level would be approximately 2 metres, and the width of the banner would be approximately 2.5 metres
- 3.2. In between the car park and the roundabout's grass verge is a grassed mound where the advertisement is proposed. The proposed board would be seen from anywhere on the roundabout, especially when entering Woodgreen Leisure Centre from the main vehicular entrance.
- 3.3. The sign would contain the branded Logo and colours, along with the club's opening times, contact details and key activities offered.

4. RELEVANT PLANNING HISTORY

- 4.1. The following planning history is considered relevant to the current proposal:

- 4.2. 11/00956/CDC – 1 no. banner sign and 1 no. freestanding sign. Permitted

4. PRE-APPLICATION DISCUSSIONS

- 5.1. No pre-application discussions have taken place with regard to this proposal

5. RESPONSE TO PUBLICITY

- 6.1. This application has been publicised by way of a site notice displayed near the site. The final date for comments was **24 September 2025**, although comments received after this date and before finalising this report have also been taken into account.

- 6.2. No comments have been raised by third parties

6. RESPONSE TO CONSULTATION

- 7.1. Below is a summary of the consultation responses received at the time of writing this report. Responses are available to view in full on the Council's website, via the online Planning Register.

- 7.2. BANBURY TOWN COUNCIL: **No objections**

- 7.3. OCC HIGHWAYS: **No objections**

- 7.4. RECREATION & LEISURE: **No objections subject to changes to signage**

7. RELEVANT PLANNING POLICY AND GUIDANCE

- 8.1. Planning law requires that applications for advertisement consent must be determined in accordance with the development plan and any other relevant factors.

- 8.2. The Cherwell Local Plan 2011-2031 - Part 1 (CLP 2015) was formally adopted by Cherwell District Council on 20th July 2015 and provides the strategic planning policy framework for the District to 2031. The CLP 2015 replaced a number of the 'saved' policies of the adopted Cherwell Local Plan 1996 though many of its policies are retained and remain part of the development plan. The relevant planning policies of Cherwell District's statutory Development Plan are set out below:

CHERWELL LOCAL PLAN 2011-2031 PART 1 (CLP 2015)

- ESD15 - The Character of the Built and Historic Environment

- 8.3. Other Material Planning Considerations

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) – "The Advertisement Regulations"
- National Planning Policy Framework (NPPF) in particular Paragraph 132
- Planning Practice Guidance (PPG)

8. APPRAISAL

- 9.1. Regulation 3 of the Advertisement Regulations limits the Local Planning Authority's powers in respect of advertisement applications to the consideration of amenity and public safety. Therefore, these are the key issues for consideration in this case.

Amenity

- 9.2. Regulation 3(2a) of the Advertisement Regulations states that: *factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.*

- 9.3. Paragraph 141 of the NPPF recognises that: *The quality and character of places can suffer when advertisements are poorly sited and designed*. However, it goes on to state that: *Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*.
- 9.4. There is a similar existing structure close to, and on the same grass mound, where the new sign is proposed. The scale of the proposed sign seems to be larger than the existing, and at 2.5m wide could have impacts on the visual amenities of the area.
- 9.5. However, the proposed location for the sign would be at a greater distance from the nearest housing than the existing signage, and the proposed orientation of the sign would face the roundabout, making it mostly visible to Kennedy House and other housing around the roundabout when the trees don't screen it in winter.
- 9.6. The applicant has confirmed that the sign would not be illuminated.
- 9.7. The Council's Recreation and Leisure team has commented that the appearance of the sign should be changed to include fewer details so as to avoid the need for a new sign if those details would change. That said, they do not raise any objections to the size or siting of the proposed sign.
- 9.8. Overall, officers do not consider the amenity impacts to be of an adverse degree.

Public Safety

- 9.9. Regulation 3(2b) of the Advertisement Regulations makes clear that factors relevant to public safety include the safety of persons using the transport network, including the potential for an advertisement to obscure views of transport signage or equipment, and the potential for an advertisement to hinder the operation of any device used for security purposes.
- 9.10. The advertisement is not proposed in a location that contains transport signs or equipment at present. Although the proposed notice would be 2.5m in width, the safety of people using the roundabout would not be compromised by the sign. Further, the Local Highway Authority (OCC) has raised no objections to the proposal.

9. PLANNING BALANCE AND CONCLUSION

- 10.1. Having regard to its scale, design and siting, the proposed development would not adversely affect public safety or local visual amenity. Therefore, the proposed development complies with Policy ESD15 of the CLP 2015 and the relevant Government guidance contained within the NPPF.

10. RECOMMENDATION

GRANT CONSENT, SUBJECT TO THE CONDITIONS SET OUT BELOW (AND ANY AMENDMENTS TO THOSE CONDITIONS AS DEEMED NECESSARY)

1. This consent to display advertisements shall expire at the end of 5 years, beginning on the date this consent was granted.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

2. Except where otherwise stipulated by conditions attached to this consent, the development shall be carried out strictly in accordance with the information

contained within the application form and the following approved plans: Site Location Plan (dated 28 July 2025); Block Plan (dated 14 August 2025); Noticeboard specifications (dated 19 August 2025).

Reason – For the avoidance of doubt, to ensure that the development is carried out only as approved by the Local Planning Authority and comply with Government guidance contained within the National Planning Policy Framework.

3. 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.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

4. 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.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

5. 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.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

6. 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.

Reason - To comply with the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

7. Where an advertisement is required under the Advertisement 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 the provisions of Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

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