

Application No: 13/2732C

Location: 61, HASSALL ROAD, SANDBACH, CHESHIRE, CW11 4HN

Proposal: Two non-illuminated signs at Leigh Green Development

Applicant: David Major, Stewart Milne Homes

Expiry Date: 30-Aug-2013

SUMMARY RECOMMENDATION

Approve with conditions

MAIN ISSUES

- **Impact on Visual Amenity**
- **Impact on Public Safety**
- **Other Issues Raised by Representation**

1. REASON FOR REFERRAL

This application has been called in for determination by the Southern Planning Committee by Local Ward Councillor Sam Corcoran. The reasons for calling in the application are as follows:

- 1) "Public Safety - The boards will go up on the edge of a junction that is already below normally accepted standards and is on the corner of an unadopted road. Please note that the new road layout is different from that shown on the application. The board will distract passing motorists. The board is immediately adjacent to a footpath (or will be when the new access is completed according to the plans approved by the Strategic Planning Board).
- 1) Public Amenity – The boards will be out of keeping with a narrow residential street. The period requested for 2 years is too long and is not a 'temporary sign' in the normal use of the word."

Cllr Corcoran has stated that "most of the above comments apply to the board by Hassall Road, but some apply to both".

1. DESCRIPTION OF SITE AND CONTEXT

This application relates to a residential development of 39 no. residential units situated to the rear (east) of properties fronting Hassall Road in Sandbach. The development is currently in the process of being constructed and is referred to as the 'Leigh Green' development. The site comprises of part of the garden area to the front of no. 61 Hassall Road and part of the southwestern corner of the approved development to the rear of no. 75 Hassall Road.

2. DETAILS OF PROPOSAL

This application seeks Advertisement Consent for the erection of 2 non-illuminated signs at the 'Leigh Green' development off Hassall Road in Sandbach. The signs are intended to advertise the sale of the residential units at the site and are requested for a temporary period of up to 2 years.

The first sign (referred to hereinafter as 'Sign A'), would be positioned in the front garden area of no. 61 Hassall Road and would be a post mounted sign configured in a 'V' shape. It would measure 1200mm in width (600mm per side) and would have an overall height of 1310mm above ground level.

The second sign (referred to hereinafter as 'Sign B') would also be post mounted and would be positioned to the rear of no. 75 Hassall Road just to the south of the access road serving the new residential development. It would measure 2400mm in width and would have an overall height of 3675mm above ground level.

Both signs would be on a part blue / part white background with part blue and part white lettering.

3. RELEVANT HISTORY

11/3414C – Outline Planning Application for 39 Residential Dwellings Over 1.29ha. Access from Hassall Road with Landscaping Reserved – Approved 14-Aug-2012

12/1998C - Erection of 39no. Dwellings and Associated Works including Foul Water Pumping Station – Approved 07-Dec-2012

4. POLICIES

Local Plan Policy

GR1 (New Development)

GR2 (Design)

GR6 (Amenity and Health)

S14 (Advertisements)

Other Material Considerations

National Planning Policy Framework

5. CONSULTATIONS (External to Planning)

Strategic Highways Manager:

No objection - The location of the sign in no. 61 is set back behind the visibility splays and also as it is non-illuminated, the sign does not interfere with visibility for drivers on Hassall Road. The

location of the second sign within the site does not raise any highway issues. No highway objection.

6. VIEWS OF THE TOWN COUNCIL

None received at the time of report writing

7. OTHER REPRESENTATIONS

Representations have been received from 9 addresses objecting to this proposal on the following grounds:

- The proposed signs can be seen from the public footpath / highway
- Signs will be out of character with the area
- This is a dangerous junction
- The proposed access is already below standard
- Proposed signs are a danger to highway safety and will distract motorists, cyclists and pedestrians
- Signage is large and is not 'temporary' as it is required for too long
- Would cause loss of light / outlook, overshadowing and overlooking of neighbouring properties
- This development should not go ahead until the original planning permission is adhered to and the approved access is completed
- The front garden of no. 61 is incomplete and is already an eyesore
- The rear sign would directly overlook the decking area of no. 75 and interfere with light, view and amenities. It should be positioned further away
- The signs are not necessary
- The signs would be made of aluminium, which can be noisy in adverse weather conditions and may be a health and safety concern
- The submitted location plan does not reflect what is on the ground today
- Other developments do not require such signage

8. OFFICER APPRAISAL

KEY ISSUES

In accordance with the Advertisement Regulations and the NPPF, the main issues to consider in the determination of this application are the impact that the proposals will have on (i) visual amenity, and (ii) public safety. This advice is reflected in Local Plan Policies GR2 (Design), GR6 (Amenity), GR9 (Highways) and S14 (Advertisements). These Policies seek to ensure that advertisements are not detrimental to visual amenity or highway safety.

(i) Visual Amenity

'Sign A' would be positioned within the front garden area of no. 61 Hassall Road, adjacent to the proposed access serving the new residential development. This sign would be angled to the road

and configured in a 'V' shape so as to be visible to users travelling in both directions along Hassall Road.

The area is predominantly residential and therefore signage is not common along the Hassall Road frontage. However, dimensionally, the sign would be limited in terms of its size measuring only 1.3 metres above ground level with each side having a width of only 600mm. As such, it would be modest in terms of its size and its impact on the visual amenity of the street would not be significant.

'Sign B' would be positioned within the development itself and would be larger in size measuring 3.6 metres in height and 2.4 metres in width. The sign would be tucked away behind the rear boundary of no. 75 Hassall Road and would only be evident within the development itself. In visual terms, the proposed sign would not materially harm the character or appearance of the area as it would not be prominent from views of Hassall Road.

As such, the scheme is found to be acceptable in terms of visual amenity.

(ii) Public Safety

'Sign A' would be set back from the highway and would not interfere with the visibility splays that are required in order to construct the vehicular access serving the approved residential development. This has been confirmed by the Strategic Highways Manager. Further, 'Sign B' is set within the development site itself and does not interfere with vehicular visibility within the site. The signs would be non-illuminated and would be appropriate in terms of their size and siting. The signs would not therefore result endanger the public safety of pedestrians or highway users. In the absence of any objection from the Strategic Highways Manager, the proposal is therefore considered to be acceptable in terms of public safety.

Other Issues Raised by Representation

Neighbouring residents have expressed concern that the proposed signs will impact on the residential amenity of adjoining properties. 'Sign A' is modest in terms of its size measuring only 1.3 metres in height. It would have no greater impact on residential amenity than a boundary fence. 'Sign B' would have a maximum height of 3.6 metres and would be set at least 3 metres from the rear boundary of no. 75. The main rear elevation of no. 75 would be in excess of 13 metres distance away from this sign and therefore their residential amenity would not be materially harmed. The proposal would not materially harm neighbouring residential amenity by reason of loss of light, visual intrusion or direct overlooking.

It is important to note that such signage would be for a temporary period (2 years) to aid the sale of the residential units that are currently being built. Given the current housing market conditions, and the phasing of the development, this time period is considered to be reasonable.

With respect to noise, the signs would not be aural and any noise from adverse weather conditions (i.e. wind) would not warrant a refusal of planning permission. Issues relating to the condition of the site and compliance with the conditions attached to the original planning permission are separate matters and cannot be considered as part of this application.

9. CONCLUSIONS

For the reasons given above, and having due regard to all other material considerations, it is considered that the proposed adverts comply with the relevant local plan policies and national guidance. The proposal will not significantly harm the visual amenity of the area and will not endanger public safety. Accordingly, the application is recommended for approval on a 2 year basis subject to the standard advertisement conditions.

10. RECOMMENDATION

APPROVE with conditions

1. Consent granted for a period of up to 2 years
2. All advertisements 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.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. 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.
5. 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.
6. No advertisement shall be sited or displayed so as to;
 - a) Endanger persons using any highway, railway, waterway, or aerodrome (civil or military);
 - b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or to aid 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.
7. Development shall be carried out in accordance with the approved plans

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