

Application No: 16/2832N

Location: LAND OFF CREWE ROAD, HASLINGTON, CHESHIRE

Proposal: Advertisement consent for erection of 2no advertisement boards to inform public of new residential site

Applicant: Mr Christopher Conlon, Bovis Homes Ltd

Expiry Date: 04-Aug-2016

SUMMARY

The proposed signage would not have an adverse effect on the character of the streetscene nor would it pose a threat to public or highway safety and therefore would accord with Policies BE.2 (Design) and BE.19 (Advertisements and Signs) of the Crewe and Nantwich Local Plan 2011, as such is recommended for approval.

RECOMMENDATION – Approve with conditions

REASON FOR REFERRAL

This application is referred to the Southern Planning Committee in response to call in by Cllr Hammond on the following grounds;

‘This proposal would create an unnecessary significant adverse impact on the visual amenity of the surrounding area and street scene creating highway clutter when most importantly no development can take place on this site until the Grampian Condition relating to access and visibility splay imposed by the Inspector at Public Inquiry is resolved’

DESCRIPTION OF SITE AND CONTEXT

The application site is located within the Settlement Boundary of Haslington and relates to the development of the site for housing approved under application no. 13/4301N.

DETAILS OF PROPOSAL

The application seeks Advertisement Consent for a primary ‘main entrance’ V board sign measuring 3m x 1.5m with overall height of 4m and secondary sign measuring 1.5m x 1m with overall height of 2.4m. Both signs are to be located off Crewe Road adjacent to the location of the proposed access for the approved housing development.

RELEVANT HISTORY

13/4301N - Outline Planning Application for Demolition of existing structures and foundations of a partly constructed building, and the erection of up to 250 dwellings, medical centre/community use, public open space, green infrastructure and associated works – Approved under appeal 2014

POLICIES

Local Plan Policy

- BE.2 (Design)
- BE.19 (Advertisements and Signs)

National Planning Policy Framework

Advertisement Regulations

CONSULTATIONS (External to Planning)

None

VIEWS OF THE PARISH/TOWN COUNCIL

None received at the time of report writing

OTHER REPRESENTATIONS

Comments received from Cllr Hammond raises concerns relating to the prematurity of the application and also relating to adverse streetscene impacts.

A number of public representations (39 at the time of report writing) from have been received raising objection to the proposed signage.

A number raise concern in relation to highways safety and design / streetscene impacts (these impacts are discussed below within the Officer Appraisal).

A large number of representations raise concerns relating to the prematurity of the installation of signage for a permitted housing development which has a condition requirement relating to the access. In addition there are also a number of representations directly referring to specific impacts of the housing development. Such matters are not material to the determination under this advertisement consent.

OFFICER APPRAISAL

The principle issues surrounding the determination of this application is whether the development is in accordance with the provisions of Local Plan Policies BE.2 (Design Standards), and BE.19 (Advertisements and Signs) of the Borough of Crewe and Nantwich Replacement Local Plan 2011. These policies seek to ensure advertisements contribute a high standard of design, are discreet; do not introduce excessive illumination, compatible with

the surroundings and the general streetscape and to ensure they have no adverse effect upon amenity and public safety.

Paragraph 67 of the National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts

Policy BE.19 of the Local Plan adds to these:

- Should not have an adverse effect on the character of the streetscene and individual buildings,
- Should not be above ground floor fascia level or on gable ends or flank walls,
- They do not obscure important architectural features
- Should not introduce excessive illumination,
- should be discreet and avoid highly glossy materials or unnecessarily large lettering
- Should not present a threat to public or highway safety.

Amenity

Streetscene

The proposed signage is of appropriate scale in keeping with the context and surroundings of the area and would not adversely affect the streetscene.

The materials are typical of adverts used for housing developments and are considered acceptable for a temporary period during the construction of the development.

Illumination

The signage would not be illuminated.

Public Safety

Adverts can have a detrimental impact on highway safety by either obstructing pedestrians or vehicular highways or by providing a distraction to drivers and passers by.

The adverts do not use intermittent light sources and are located back approximately 3m from the highway boundary behind an existing hedgerow. It is not considered that the proposed signage would provide a distraction in the streetscene or pose a threat to public or highway safety.

Other Issues

A number of the letters of objection relate to the grounds of principle (the development does not have planning permission so the signs are premature) and issues relating to a Grampian condition on the outline permission for the 250 houses that were granted on appeal.

This is not relevant to the determination of whether the proposed advertising boards are detrimental to the character and appearance of the area or have an adverse impact upon highway safety. Advertisements are not planning applications and planning policy is a material consideration.

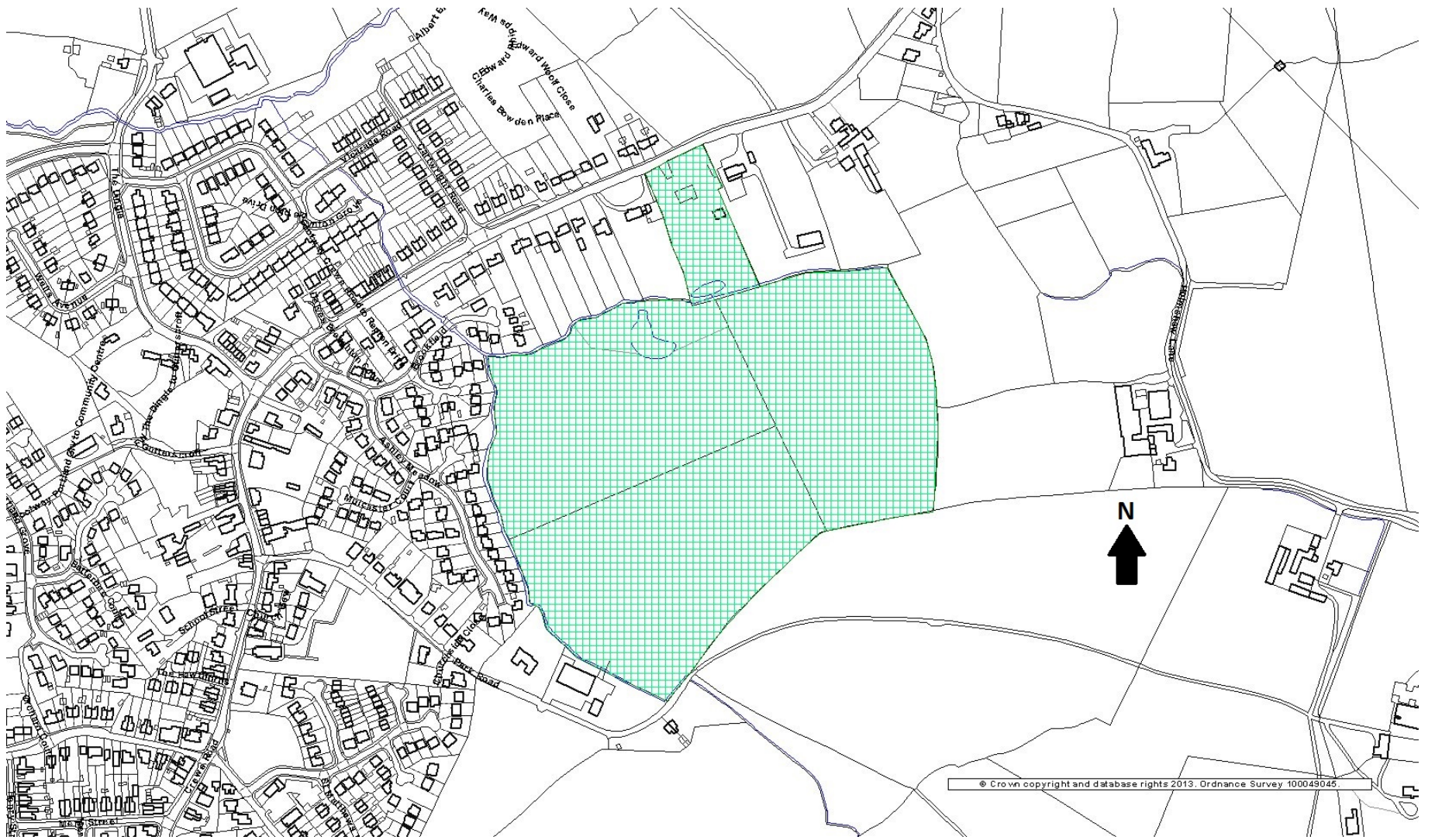
CONCLUSIONS AND REASON(S) FOR THE DECISION

The proposed signage would not have an adverse effect on the character of the streetscene nor would it pose a threat to public or highway safety and therefore would accord with Policies BE.2 (Design) and BE.19 (Advertisements and Signs) of the Crewe and Nantwich Local Plan 2011, as such is recommended for approval.

RECOMMENDATIONS

APPROVE subject to the following conditions:-

- | | |
|------------|-----------------------------------|
| 1-5 | Standard Advert Conditions |
| 6 | Approved Plans |



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