

Planning Services

COMMITTEE REPORT

APPLICATION DETAILS

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| APPLICATION NO: | 3/2010/0560 |
| FULL APPLICATION DESCRIPTION: | 2 NO. V-SHAPED ADVERTISING BOARDS LOCATED AT EITHER SIDE OF THE ENTRANCE ROAD TO OAKLEY MANOR DEVELOPMENT SITE |
| NAME OF APPLICANT: | MR CHRIS DODDS BEN BAILEY HOMES |
| ADDRESS: | OAKLEY MANOR DEVELOPMENT SITE, DARLINGTON ROAD, WEST AUCKLAND, BISHOP AUCKLAND, DL14 9HU |
| ELECTORAL DIVISION: | WEST AUCKLAND |
| CASE OFFICER: | Adam Williamson adam.williamson@durham.gov.uk 01388 761970 |

1.0 DESCRIPTION OF THE SITE AND PROPOSALS

1.1 Context

- 1.2 The application site consists of the entrance to the Oakley Manor housing estate in West Auckland. Oakley Manor is a new housing estate accessed from Darlington Road. To the north of the site is Oakley Cross Beck, with semi detached red brick dwellings beyond. To the west of the site is a hardsurfaced informal car park; whilst to the east is Oakley Grange Farm.

1.3 Purpose

- 1.4 Retrospective advertisement consent is sought for the display of 2 V shaped advertising boards at the above address. The boards each measure 2.6 metres by 2.4 metres, and are positioned 1.5 metres above ground level. The purpose of the boards is to advertise the recently completed Oakley Manor housing development. The adverts are positioned either side of the entrance to the site off Darlington Road. Each sign has a white background with green and grey text, with a photo behind. The applicant has stated that it is proposed to retain the adverts on site until 31.12.2012.

- 1.5 The application has been reported to Committee as West Auckland Parish Council has objected to the application.
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2.0 PLANNING HISTORY

3/2009/0279 - 42 Dwellings and associated works - Approved.

3/2006/0816 - Substitution of house types - 41 dwellings and associated works - Approved.

3.0 PLANNING POLICY

3.1 NATIONAL POLICY:

3.2 Planning Policy Statement 1: Delivering Sustainable Development sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system.

3.3 PPG19 Outdoor Advertisement Control: Explains the main purpose of the advertisement control system and aims to ensure adverts contribute positively to the appearance of an attractive environment.

3.4 REGIONAL POLICY:

3.5 The North East of England Plan - Regional Spatial Strategy to 2021 (RSS) July 2008, sets out the broad spatial development strategy for the North East region for the period 2004 to 2021. The RSS sets out the region's housing provision and the priorities in economic development, retail growth, transport investment, the environment, minerals and waste treatment and disposal. Some policies have an end date of 2021 but the overall vision, strategy, and general policies will guide development over a longer timescale.

3.6 NOTE: The Secretary of State for Communities and Local Government's letter dated 27th May 2010 announced the Government's intention to abolish Regional Strategies and return decision making powers on housing and planning to local councils.

3.7 Consequently, decisions on housing supply (including the provision of travellers' sites) will rest with Local Planning Authorities without the framework of regional numbers and plans. His letter instructed that Local Planning Authorities and the Planning Inspectorate are to have regard to this letter as a material consideration in any decisions that they are currently making.

3.8 **Policy 2** - Sustainable Development (essentially requiring new development proposals to meet the aim of promoting sustainable patterns of development).

3.9 **Policy 8** - Protecting and Enhancing the Environment (which requires new development to maintain local distinctiveness).

3.10 LOCAL PLAN POLICY:

3.11 **Policy GD1 (General Development Criteria):** All new development and redevelopment within the District should be designed and built to a high standard and should contribute to the quality and built environment of the surrounding area.

The above represents a summary of those policies considered most relevant in the Development Plan the full text, criteria, and justifications of each may be accessed at <http://www.planningportal.gov.uk/england/government/en/1020432881271.html> for national policies; <http://www2.sedgefield.gov.uk/planning/WVCindex.htm> for Wear Valley District Local Plan as amended by Saved and Expired Policies September 2007.

4.0 CONSULTATION AND PUBLICITY RESPONSES

4.1 STATUTORY RESPONSES:

4.2 Highways Engineer: No objection.

4.3 West Auckland Parish Council: Strongly object to the advertising boards at this site as they are oversized and are situated right next to the A68 causing restricted vision for traffic. The boards actually blew across the road in the recent high winds.

4.4 INTERNAL CONSULTEE RESPONSES: None.

4.5 PUBLIC RESPONSES:

4.6 Occupiers of neighbouring properties have been notified in writing and a site notice has been posted.

4.7 One letter of objection/observation has been received, the details of which are set out below:

- a) These signs have a large surface area and metal construction, and the fittings/structure would not withstand the strength of high winds that frequent this area.
- b) I feel this construction presents a danger to the public.

The above represents a summary of the comments received on this application. The full written text is available for inspection on the application file which can be viewed at Crook Area Office.

5.0 PLANNING CONSIDERATIONS AND ASSESSMENT

5.1 In assessing applications for advertisement signs Local Planning Authorities must consider amenity and public safety as outlined in Planning Policy Guidance Note 19 (Outdoor Advertisement Control).

5.2 Visual Amenity

5.3 PPS1, PPG19, RSS Policies 2 and 8 and policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007 seek to ensure that advertisements are sited so as not to be harmful to the visual amenity of an area.

5.4 In terms of the location of the site, the site is within the urban area of West Auckland in close proximity to residential properties.

5.5 Whilst it is acknowledged the signs can be viewed from neighbouring residential areas none of these properties directly overlook the sign and the sign is neither of a size or so close to properties as to be harmful to outlook.

5.6 The signs are of a scale and proportion that do not appear overly prominent in their surroundings and both signs incorporate muted colours and small text and therefore do not appear as prominent features on the site.

5.7 As the signs are sited in suitable locations, are of a sensitive design and are required for a temporary period only, it is not considered necessary in this instance to require landscaping to reduce their impact.

5.8 Public Safety

- 5.9 PPG19 and policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007 are also concerned with the public safety implications of signage, specifically where signs are so distracting or confusing so to create harm to or endanger people in the vicinity. In terms of safety both the signs are considered to be safely located for pedestrians.
- 5.10 The signs are adjacent Darlington Road and are visible to drivers travelling along the A68, however as the Highways Officer has not objected to the location of the signs they are not considered to be sited so as to be either distracting or confusing for drivers and are therefore not detrimental to public safety.

5.11 Other Issues Raised

- 5.12 Some objections have been raised on the grounds that this is a retrospective application; however, the fact that an application is retrospective should not prejudice the consideration of an application. Some objections mention that the signs recently blew down during a period of strong wind. This aspect of the advertisement may not be controlled by Local Planning Authorities as there are other means to control such matters.

6.0 CONCLUSION

- 6.1 The signs are not considered to be harmful to visual amenity or to public safety and are therefore considered to be acceptable and in accordance with PPS1, PPG19, RSS Policy 2 and 8 and policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.

7.0 RECOMMENDATION

7.1 That the application be APPROVED subject to the following conditions:

1. Consent to display the advertisements is given for a period up until 31st December 2012.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Circular 03/07 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PPG 19 (Outdoor Advertisement Control) and Policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.

2. Any advertisements displayed and any site used for the display of advertisements shall be maintained in a condition which does not impair the visual amenity of the site.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Circular 03/07 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PPG 19 (Outdoor Advertisement Control) and GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.

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3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in condition that does not endanger the public.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Circular 03/07 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PPG 19 (Outdoor Advertisement Control) and policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.

4. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Circular 03/07 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PPG 19 (Outdoor Advertisement Control) and Policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.

5. No advertisements 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.

To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Circular 03/07 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PPG 19 (Outdoor Advertisement Control) and Policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.

6. No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Circular 03/07 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PPG 19 (Outdoor Advertisement Control) and Policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.

8.0 REASONS FOR THE RECOMMENDATION

- 8.1 The development was considered acceptable having regard to PPS1, PPG19, RSS Policies 2 and 8 and policy GD1 of the Wear Valley District Local Plan as amended by the Saved and Expired Policies September 2007.
 - 8.2 In particular the development was considered acceptable having regard to consideration of issues of visual amenity and public safety.
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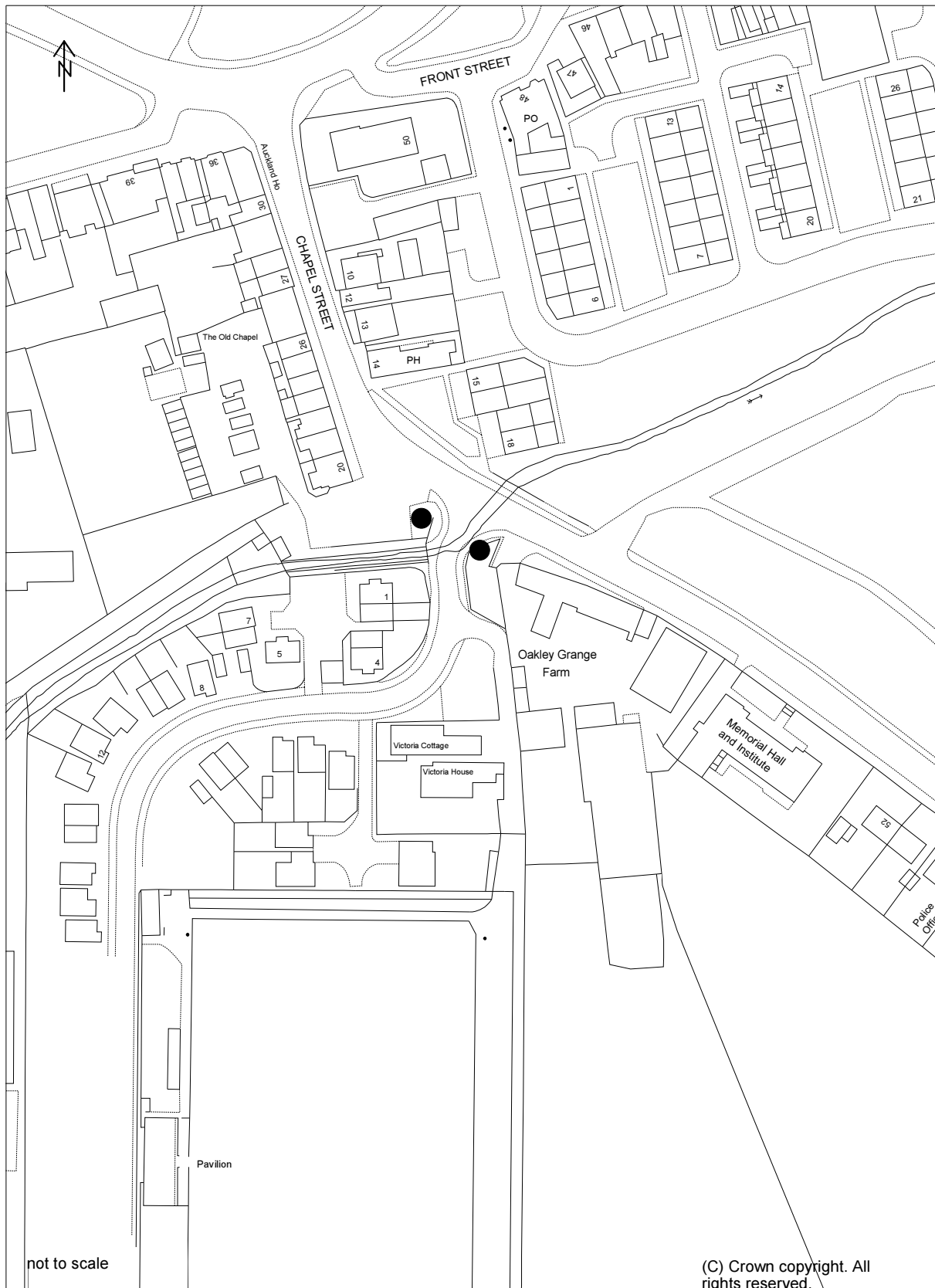
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- 8.3 The stated grounds of objection concerning the harm to the visual amenity of the area were not considered sufficient to lead to reasons to refuse the application as the signs would allow for adequate outlook and are of a temporary nature.
- 8.4 The stated grounds of objection regarding the retrospective nature of the application and the signs may not withstand high winds were not considered suffice to lead to reasons to refuse the application as they are not material planning considerations.
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BACKGROUND PAPERS

- Submitted Application Forms and Plans
- Design and Access Statement
- Wear Valley District Local Plan as amended by Saved and Expired Policies September 2007
- Planning Policy Statements/Guidance, PPS1, PPG19
- Regional Spatial Strategy for the North East Policies 2 and 8.
- Consultation Responses
- Public Consultation Responses



3/2010/0560 - 2 NO. V-SHAPED ADVERTISING BOARDS LOCATED AT EITHER SIDE OF THE ENTRANCE ROAD TO OAKLEY MANOR DEVELOPMENT SITE FOR BEN BAILEY HOMES



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