

<b>DELEGATED</b>	<b>AGENDA NO</b>
	<b>PLANNING COMMITTEE</b>
	<b>DATE 26th NOVEMBER 2008</b>
	<b>REPORT OF CORPORATE DIRECTOR, DEVELOPMENT AND NEIGHBOURHOOD SERVICES</b>

**08/3127/LA**

**Stockton High Street close to Stockton Parish Church and Debenhams, each side of the two footbridges over Riverside Road and lamp locations in various High Street locations  
Application for temporary consent for the display of various advertising banners from 27th October 2008 to 2nd January 2009**

**Expiry Date: 10th December 2008**

**SUMMARY**

Planning permission is sought for temporary advertisement consent for the display of three horizontal banners and a number of lamp banners to advertise the Christmas Market and Festival. It should be noted that the three horizontal banners have already been placed in the proposed locations.

There have been no objections received following publicising the application with a number of site notices that have been displayed around Stockton Town Centre with no comments having been received from any Councillors.

It is considered that the location of the advertisement banners and the lamp banners are in the most suitable locations to advertise the Market and Festival without having an adverse impact on visual amenity and public safety and does not conflict with policies in the Development Plan or Planning Policy Guidance Note 19: Outdoor Advertisement Control.

This application has been submitted by the Local Authority and therefore under the Scheme of Delegation is to be decided by Planning Committee.

**RECOMMENDATION**

**Planning application 08/3127/LA be Approved subject to the following conditions:**

- 01     *The development hereby approved shall be in accordance with the following approved plan(s); unless otherwise agreed in writing with the Local Planning Authority.***

<b><i>Plan Reference Number</i></b>	<b><i>Date on Plan</i></b>
<b><i>SBC0001</i></b>	<b><i>15th October 2008</i></b>
<b><i>SSCF001</i></b>	<b><i>15th October 2008</i></b>

***Reason: To define the consent.***

The proposal has been considered against the policies below and it is considered that the scheme accords with these policies and there are no other material considerations that indicate a decision should be otherwise.

Stockton on Tees Local Plan policies GP1.

Planning Policy Guidance Note 19: Outdoor Advertisement Control

## **BACKGROUND**

1. The banners are aimed to provide information of the approaching Christmas market and Stockton Sparkles Christmas Festival to the residents and visitors to Stockton on Tees. The Banners are to be located within prominent places along the highway and on lamp columns In the High Street along the Riverside Road.

2. A previous planning application for advertisement consent has been approved in September 2008 (08/2361/ADV) for the erection of 3 temporary banners to promote the Stockton International Riverside Festival.

## **PROPOSAL**

3. The applicant is seeking planning permission for three horizontal banners.

The first banner is to be placed on the High Street between Debenhams and Stockton Parish Church and will measure 12 metres wide by 1 metre. The second banner will be placed on the Riverside Road Footbridge attached to the footbridge railings and will measure 8 metres wide by 0.9 metres. The third banner will be sited at the Millennium footbridge attached to the footbridge railings and will measure 8 metres wide by 0.9 metres.

Each of the banners will have a red background with white and yellow text.

4. The proposed lamp banners will be attached to the lamp columns by brackets and will each measure 2 metres high by 0.8 metres wide. Each banner will have a red background with yellow and white text and will be located along Stockton High Street, Prince Regents Street, Norton Road, Yarm Lane, Riverside Road, Allison Street, Maritime Road, Leeds Street, Victoria Street and Dovecot Street.

5. The application seeks temporary consent for the horizontal banners and the lamp banners to be sited at the locations highlighted on the site location plan (Appendix 1) for a temporary period from 27th October 2008 to the 2nd January 2009.

## **CONSULTATIONS**

6. The following responses have been received from departments and bodies consulted by the Local Planning Authority.

### 7. Urban Design

#### Highways Comments

##### General Summary

Urban Design has no objections subject to the comments below.

##### Highways Comments

I have no objections to the proposed advertising banners subject to the comments below.

No more than 1 no banner per face of bridge at any one time. Excessive information displayed above the highway can lead to motorist distractions / lack of concentration and possible accidents.

Banners are invariably fixed with plastic ties and, as was recently experienced, these fixings can fail resulting in the risk of banners flailing in the wind / falling to the carriageway below. A rigid / regular inspection regime to be put in place monitoring the condition of the banners and effectiveness of fixings whilst on site. Confirmation of inspection regime to be included with application for Engineers information purposes.

#### Landscape & Visual Comments

No comments.

#### Built Environment Comments

No comments.

### **PUBLICITY**

8. Notification of the application has been advertised on various site notices on Stockton High Street, Prince Regents Street, Norton Road, Yarm Lane, Riverside Road, Allison Street, Maritime Road, Leeds Street, Victoria Street and University Boulevard and a notice has been placed in the local press. There have been no letters of objection or support received during the consultation period.

### **PLANNING POLICY**

9. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that if regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise. In this case the relevant Development Plans are the Tees Valley Structure Plan (TVSP) and the Stockton on Tees Local Plan (STLP).

The following planning policies are considered to be relevant to the consideration of this application:-

#### **Policy GP1**

Proposals for development will be assessed in relation to the policies of the Cleveland Structure Plan and the following criteria as appropriate:

- (i) The external appearance of the development and its relationship with the surrounding area;
- (ii) The effect on the amenities of the occupiers of nearby properties;
- (iii) The provision of satisfactory access and parking arrangements;
- (iv) The contribution of existing trees and landscape features;
- (v) The need for a high standard of landscaping;
- (vi) The desire to reduce opportunities for crime;
- (vii) The intention to make development as accessible as possible to everyone;
- (viii) The quality, character and sensitivity of existing landscapes and buildings;
- (ix) The effect upon wildlife habitats;
- (x) The effect upon the public rights of way network.

#### **Planning Policy Guidance Note 19: Outdoor Advertisement Control - March 1992**

### **MATERIAL PLANNING CONSIDERATIONS**

10. The main considerations of this application relate to the impact on visual amenity and the impact on highway and public safety and whether it satisfies the requirements of the Local Plan Policies and Government Guidance.

### Impact on the Visual Amenity

11. The three proposed horizontal banners are located on two footbridges (Riverside Road footbridge and Millennium footbridge) across a busy main road and between 2 no lamp posts either side of Stockton High Street. The lamp column banners are to be located on lamp columns along Stockton High Street, Prince Regents Street, Norton Road, Yarm Lane, Riverside Road, Allison Street, Maritime Road, Leeds Street, Victoria Street and Dovecot Street. The proposed horizontal banners and lamp column banners will, therefore, be highly visible. However they are to be located in busy commercial areas and, as they are to advertise an annual event, will only be erected for a temporary period between the 27th October and the 2nd January 2009. As a result, it is not considered that the proposals will have a significant impact upon the visual amenity of the area.

### Impact on Highway and Public Safety

12. The proposals will be visible from several public highways and the Head of Technical Services has been consulted. No objection has been raised subject to there being no more than 1 banner on the face of each bridge at any one time and subject to a rigid and regular inspection regime to be implemented to ensure the banners are fixed effectively on site. The requirement for a rigid inspection regime is an internal council matter which will be dealt with by officers in Technical Services and Regeneration

13. The proposed lamp column banners are to be fixed at a height that will not affect pedestrian safety.

14. It is considered that there will not be any significant adverse impact upon highway and pedestrian safety.

### **CONCLUSION**

15. It is considered that the position of the three horizontal banners and the lamp column banners are satisfactory and will not have any significant detrimental impact on the visual amenity of the area or have any significant adverse affect on highway and pedestrian safety. It is therefore considered that the application is in line with policy GP1 of the Stockton on Tees Local Plan and the guidance within PPG19 and accordingly the proposal is recommended for approval with conditions.

**Corporate Director of Development and Neighbourhood Services**

**Contact Officer Miss Debra Moody**

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**Financial Implications** – As report

**Environmental Implications** – As report

**Legal Implications** – As report

**Community Safety Implications** – As report

**Background Papers** –

Stockton on Tees Local Plan (June 1997), Adopted Tees Valley Structure Plan (February 2004),

**Human Rights Implications** - The provisions of the European Convention of Human Rights 1950 have been taken into account in the preparation of this report

**WARD AND WARD COUNCILLORS**

**Ward**                      **Stockton Town Centre**

**Ward Councillor(s)** **Councillor D W Coleman**

**Ward Councillor(s)** **Councillor P Kirton**