

DELEGATED

**AGENDA NO
PLANNING COMMITTEE**

DATE 29 APRIL 2009

**REPORT OF CORPORATE DIRECTOR,
DEVELOPMENT AND NEIGHBOURHOOD
SERVICES**

09/0733/LAA

Preston Park, Yarm Road, Eaglescliffe

Erection of 1no banner sign to advertise various events at Preston Park

Expiry Date: 25 May 2009

SUMMARY

Permission is sought for advertisement consent for the display of a single banner to advertise various council events to be held at Preston Park. The banner will be changed according to the event but the size will remain the same

There have been no objections received from neighbouring properties, ward councillors or statutory consultees.

It is considered that the location of the advertisement banner is in the most suitable location to advertise the various council events 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 09/0733/LAA 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.*

<i>SBC001 Location Plan</i>	<i>30 April 2009</i>
<i>SBC002 Details of Banner</i>	<i>30 April 2009</i>

Reason: To define the consent.

02. *The banners hereby approved shall be removed within 7 days of the events taking place.*

Reason: In the interests of visual amenity

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**

Landowners consent to undertake the works will also be required. Prior to the erection of the banners the following details should be submitted for approval to the Head of Technical Services.

- **Full details of the design of the banners**
- **Advance notice of the erection dates;**
- **Advance notice of removal dates;**
- **Details of inspection regime whilst banners insitu;**
- **Details of erection.**

SITE AND SURROUNDINGS

1. The application site is the railings close to the entrance to Preston Park, which is located on Yarm Road, Eaglescliffe.

PROPOSAL

2. Permission is sought for the display of a single banner. The Banner is to be located on the fencing at the entrance of Preston Park and is aimed to provide information of the various events held at the Park to the residents and visitors to Stockton on Tees.
3. The proposed banner will measure 4 metres x 1 metre and will be manufactured from heavy duty vinyl.
4. The banner is to be changed throughout the year according to the event to be advertised but the size will remain the same. A typical example of the banners to be used is attached at Appendix 3.

CONSULTATIONS

5. The following Consultations were notified and comments received are set out below. The consultation period does not expire until the 23rd April 2009 and any further comments received will be presented in an update report to Committee.

Councillors

6. No comments received to date.

Urban Design

7. Selected examples have been submitted that are acceptable in terms of amount of detail proposed on each banner. It is required that these examples are followed with significant variations being submitted as a variation application.

In addition to planning consent it is noted that the landowners consent to undertake the works will also be required. Whilst the proposed locations of the banners are acceptable we require the following information prior to erection: -

- Advance notice of the erection dates;

- Advance notice of removal dates;
- Details of inspection regime whilst banners insitu;
- Details of erection.

Parish Council

8. No comments received to date

PUBLICITY

9. Neighbours were notified however the consultation period does not expire until the 23rd April 2009 and any comments received will be presented in an update report to Committee.

PLANNING POLICY

10. Where an adopted or approved development plan contains relevant policies, Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that an application for planning permissions shall be determined in accordance with the Development Plan(s) for the area, unless material considerations indicate otherwise. In this case the relevant Development Plans is the Stockton on Tees Local Plan (STLP) and the following planning policies are considered to be relevant to the consideration of this application: -
11. **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.
12. Planning Policy Guidance Note 19: Outdoor Advertisement Control – March 1992

MATERIAL PLANNING CONSIDERATIONS

13. 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

14. The proposed horizontal banner is to be sited on the railings at the entrance to the Park, which is on Yarm Road, a main route in the Borough and will, therefore, be highly visible. However, whilst there is a residential estate opposite there is a road, an area of open space and a hedge to provide screening. No properties face directly onto this entrance and as the banner will not be a permanent feature and is to advertise events intermittently throughout

the year; it is not considered that the proposals will have a significant impact upon the visual amenity of the area. It is however considered expedient to impose a condition requiring the banners to be removed within 7 days after the event being advertising taking place.

Impact on Highway and Public Safety

- 15 The Head of Technical Services has been consulted. No objections have been raised to the scheme in principle and as such it is considered that there will not be any significant Impact upon highway and pedestrian safety subject to the full details of the design of the banners, dates of erection and removal and methods of fixing being agreed prior to the erection of the banners. This has been added as an informative and the applicant has confirmed that this forms part of the management process of events in the Borough.

CONCLUSION

16. It is considered that the position of the banner is satisfactory and will not have any significant impact on the visual amenity of the area or have any significant 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 Mrs Elaine Atkinson
Telephone No 01642 526062
E-mail address: elaine.atkinson@stockton.gov.uk

Financial implications – As report

Environmental implications – As report

Human Rights Implications:

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

Community Safety Implications:

The provisions of Section 17 of the Crime and Disorder Act 1998 have been taken into account in the preparation of this report.

Background Papers: 09/0733/LAA

WARD AND WARD COUNCILLORS

Ward	Eaglescliffe
Ward Councillor:	Councillor A L Lewis
Ward Councillor:	Councillor J. A. Fletcher
Ward Councillor:	Councillor Mrs M. Rigg