

DELEGATED

AGENDA NO
PLANNING COMMITTEE

DATE 29 APRIL 2009

REPORT OF CORPORATE DIRECTOR,
DEVELOPMENT AND NEIGHBOURHOOD
SERVICES

09/0732/LAA

Stockton High Street including Riverside Road footbridge, Millennium Bridge, Trinity Gardens, Georgian Theatre and Riverside Road Fencing.
Erection of 9no banner signs to advertise various Council Events

Expiry Date: 25 May 2009

SUMMARY

Permission is sought for advertisement consent for the display of four banners to advertise various council events. The banners will change according to the event but the size will remain the same

To date there has been no objections received from neighbouring properties, Ward Councillors or statutory consultees.

It is considered that the location of the advertisement banners 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 09/0732/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>Plan Reference Number</i>	<i>Date on Plan</i>
<i>SBC0001</i>	<i>31 March 2009</i>
<i>SBC0002</i>	<i>31 March 2009</i>
<i>SBC0003</i>	<i>31 March 2009</i>
<i>SBC0004</i>	<i>31 March 2009</i>
<i>SBC0005</i>	<i>31 March 2009</i>
<i>SBC0006</i>	<i>31 March 2009</i>
<i>SBC0007</i>	<i>31 March 2009</i>
<i>SBC0008</i>	<i>31 March 2009</i>
<i>SBC0009</i>	<i>31 March 2009</i>

Reason: To define the consent.

02. ***The banner(s) hereby approved shall be removed within 7 days of the event(s) 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. There are nine application sites that form part of this proposal, each listed below;
 - (a) High Street, Stockton. The Banner will be suspended on Catenery wires and will span across the High Street from the Parish Church to Debenhams.
 - (b) Riverside Road Footbridge, which runs from the Castlegate Centre to the Castlegate Mill. A banner will be attached to either side of the railings of the bridge.
 - (c) Millennium Bridge, which runs from Silver Street to the Riverside Car Park. A banner will be attached to either side of the railings of the bridge.
 - (d) Trinity Gardens. The banner will be attached to the railings of the gardens, near to the Yarm Lane/Prince Regent Street Roundabout.
 - (e) Georgian Theatre. The banner will be attached to the wall of the Theatre, facing the access from Calverts Lane.
 - (f) Riverside Road Fencing. There will be two banners attached to the railings adjacent to the River Tees.

PROPOSAL

2. Permission is sought for the display of 9no banners to be changed for different events throughout the year and is aimed to provide information of the various events held in the Borough to the residents and visitors to Stockton on Tees.
3. The proposed banners will measure;
 - (a) 12 metres x 1 metres spanning across the High Street
 - (b) 7 metres x 1 metre on the Riverside Road and Millennium footbridge
 - (c) 4 metres x 1 metre on the Georgian Theatre, Trinity Garden fencing and the Riverside Fencing
4. The banners are to be changed throughout the year to promote the various events but the size of the banners 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 22nd 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

PUBLICITY

8. Neighbours were notified and no objections have been received, however the consultation period does not expire until the 22nd April 2009 and any comments received will be presented in an update report to Committee

PLANNING POLICY

9. 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:-

10. 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.

11. Planning Policy Guidance Note 19: Outdoor Advertisement Control – March 1992

MATERIAL PLANNING CONSIDERATIONS

12. 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

13. The proposed horizontal banners are to be sited on the footbridges, railings and a public building adjacent to walkways and main through routes for traffic. The banners will be highly visible; however they are to be located in busy commercial areas. The proposed banners are temporary to advertise events intermittently throughout the year, and 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 attached a condition stating that the banners are to be removed within 7 days of the event it is advertising taking place

Impact on Highway and Public Safety

14. 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

15. It is considered that the location and details of the banners are 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

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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: 09/0732/LAA

WARD AND WARD COUNCILLORS

Ward	Stockton Town Centre
Ward Councillor:	Councillor D. W. Coleman
Ward Councillor:	Councillor P. Kirton