

**DELEGATED**

**AGENDA NO  
PLANNING COMMITTEE**

**12 August 2009**

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

**09/1746/ADV**

**Mitchell Avenue, Thornaby Road and Lanehouse Road, Thornaby  
Erection of 4no banner signs**

**Expiry Date 8 September 2009**

**SUMMARY**

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

To date there has been no objections from neighbouring residents or ward councillors.

It is considered that the location of the banners is the most suitable location to advertise the various council events without having an adverse impact upon visual amenity and public safety and does not conflict with policies within the development plan or Planning Policy Guidance note 19: Outdoor Advertisement Control.

The application has been submitted by the Local Authority and therefore, under the scheme of delegation, is to be determined by Planning Committee.

**RECOMMENDATION**

**Planning application 09/1746/ADV be Approved with Conditions subject to**

**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>SBC0002</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0004</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0005</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0006</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0008</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0009</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0010</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0012</i></b>	<b><i>14 July 2009</i></b>
<b><i>SBC0013</i></b>	<b><i>14 July 2009</i></b>

**SBC0015**                      **14 July 2009**  
**SBC0016**                      **14 July 2009**  
**SBC0017**                      **14 July 2009**

**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 in situ;**  
**Details of erection.**

## **SITE AND SURROUNDINGS**

1. There are four application sites that form part of this proposal, each listed below;
  - (a) Mitchell Avenue, Thornaby Stockton on Tees.  
The Banner will be attached to the railings of Thornaby Church of England Primary School.
  - (b) Thornaby Road, Thornaby Stockton on Tees.  
The banner will be attached to the railings enclosing the basketball court at the Harold Wilson Recreation Centre.
  - (c) Acklam Road, Thornaby, Stockton on Tees.  
The banner will be attached to railings enclosing Littleboy Park.
  - (d) Lanehouse Road, Thornaby Stockton on Tees.  
The banner will be attached to railings enclosing Littleboy Park

## **PROPOSAL**

2. Permission is sought for the display of 4no banners to be changed for different events throughout the year. The Banners are to be sited in various locations and will provide information regarding the various events held in the Borough to the residents and visitors to Stockton on Tees.
3. The proposed banner(s) will measure;
  - (a) 3 metres x 1 metre fixed by eyelets to railings on Church of England Primary School
  - (b) 4 metres x 2 metre fixed by eyelets to the basketball court fencing at Harold Wilson Recreational Centre

- (c) 3 metres x 1 metre fixed by eyelets to railings enclosing Littleboy Park on Acklam Road
- (e) 3 metres x 1 metre fixed by eyelets to railings enclosing Littleboy Park on Lanehouse Road

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 in the appendices to this report.

## **CONSULTATIONS**

5. The following Consultations were notified and any comments received are set out below. The consultation period does not expire until the 10<sup>th</sup> August 2009 and any further comments received will be presented in an update report to Committee

### Urban Design

6 We would have no objection from either a Highways or a Landscape Standpoint to the proposed banners.

### Councillors

7 No comments received to date.

## **PUBLICITY**

8. Neighbours were notified and no objections have been received, however the consultation period does not expire until the 10<sup>th</sup> August 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:-

### Policy GP1

10. 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 railings adjacent to walkways and main through routes for traffic. The banners will be highly visible, however whilst there are residential estates nearby these are main thoroughfares for vehicular traffic and as the banners are temporary 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 attach 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. They have raised no objection to the scheme in principle and as such it is considered that there will not be any significant impact upon highway and pedestrian safety. However, as required on previous applications an informative has been added requesting that 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. The applicant has confirmed that this forms part of the management process of events in the Borough.

## **CONCLUSION**

15. It is considered that the position 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.

## **CONCLUSION**

**Corporate Director of Development and Neighbourhood Services  
Contact Officer Mrs Elaine Atkinson Telephone No 01642 526062**

**Financial Implications:**

**Environmental Implications:**

**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: Planning Application 09/1746/ADV**

**WARD AND WARD COUNCILLORS**

<b>Ward</b>	<b>Various Wards</b>
<b>Ward Councillor</b>	<b>Various</b>