

DELEGATED

AGENDA NO
PLANNING COMMITTEE

17 MARCH 2010

REPORT OF CORPORATE DIRECTOR,
DEVELOPMENT AND NEIGHBOURHOOD
SERVICES

10/0117/LAA

Summerville Flats, Harrowgate Lane, Stockton-on-Tees

Application for erection of 1 non illuminated v-shaped hoarding sign.

Expiry Date 30 March 2010

SUMMARY

The application is for the erection of one free standing hoarding sign to promote the Hardwick Green residential development. A revised scheme has been submitted showing a reduction in height of the hoarding sign to what was previously proposed. The applicant for the application is the Councils Regeneration department. As such it cannot be dealt with under delegated powers. The Acting Head of Technical Services raises no objections to the proposal and no objections have been received from neighbouring residents or Ward Councillors.

RECOMMENDATION

Planning application 10/0117/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>
SBC0001	28 January 2010
SBC0002	2 February 2010

Reason: To define the consent.

02. *The hoarding sign hereby permitted shall be removed and the land reinstated to its former condition, within two years of the date of this decision notice unless the prior written consent of the Local Planning Authority has been obtained to an extension of the period of validity.*

Reason: The hoarding sign is not considered suitable for permanent retention on this site.

03. *Notwithstanding the proposals detailed in the submitted plans, no development shall commence until full details of Soft Landscaping has been submitted to and approved in writing by the Local Planning Authority. This will be a detailed planting plan and*

specification of works indicating soil depths, plant species, numbers, densities, locations inter relationship of plants, stock size and type, grass, and planting methods including construction techniques for pits in hard surfacing and root barriers. All works shall be in accordance with the approved plans. All existing or proposed utility services that may influence proposed tree planting shall be indicated on the planting plan. The scheme shall be completed unless otherwise agreed with the Local Planning Authority in writing in the first planting season following:

- a) Commencement of the development**
- b) or agreed phases**
- c) or prior to the occupation of any part of the development**

and the development shall not be brought into use until the scheme has been completed to the satisfaction of the Local Planning Authority.

Reason: To ensure a high quality-planting scheme is provided in the interests of visual amenity which contributes positively to local character and enhances bio diversity.

INFORMATIVES

The scheme has been considered against the policies below and it is considered that the scheme accords with these policies as it is considered that the development does not lead to an adverse loss of visual amenity, and does not have an adverse impact on safety or amenity and there are no other material considerations which indicate a decision should be otherwise.

Stockton on Tees Local Plan Policy GP1
Planning Policy Guidance 19 Outdoor Advertisement Control

PROPOSAL

1. The applicant is seeking permission for the erection of a free standing V-shaped hoarding sign with a width of approximately 8 metres. The revised hoarding will measure approximately 2.4 metres in height and will display advertisements to promote the Hardwick Green housing development.

CONSULTATIONS

2. The following Consultees were notified and comments received are set out below:-

Acting Head of Technical Services

General Summary

Urban Design has no objections.

Highways Comments

The hoarding sign does not obstruct visibility therefore there are no objections to this application.

Landscape & Visual Comments

No comments.

PUBLICITY

3. Neighbours were notified and no comments were received.

PLANNING POLICY

4. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 1(3) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.
5. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

Factors relevant to public safety include;

- (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
- whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed and unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

6. The following planning policy is considered to be relevant to the consideration of this application:-

Saved Policy GP1 of the Adopted Stockton on Tees Local Plan

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.

SITE AND SURROUNDINGS

7. The application site is an area of space where a pair of semi detached houses has been demolished. It is located upon a roundabout on the corner of Durham Road and Harrowgate Lane. It is currently enclosed by a 2 metre high palisade fence. The surrounding area is a mixed use area consist of residential are commercial uses including a petrol station to the east of the site, a public house to the north west of the site and a fast food restaurant to the north east. The closest residential property is located to the west of the application site.

MATERIAL PLANNING CONSIDERATIONS

8. National Planning Policy Guidance 19 Outdoor advertisement Control, states that applications for advertisement consent should only be determined in the interests of amenity and public safety. As such the material planning considerations when assessing this application are the impact of the proposed hoarding sign on the amenity of neighbouring land users, character of the surrounding area and implications for highway safety.

Visual Amenity.

9. The application site is located upon a prominent corner plot of Durham Road and Harrowgate Lane. As such the hoarding sign will be highly visible from the surrounding highways. Given the mixed use nature of the surrounding area there are various, illuminated and non-illuminated signs within the vicinity of the application site. In addition the revised design of the proposal has reduced the height to approximately 2.4 metres and a condition for a soft landscaping scheme is recommended to soften the impact of the proposal. As such it is not considered that the proposed hoardings will result in a detrimental impact upon the character of the surrounding area.
10. Furthermore the hoarding sign advertises the new Hardwick Green development of housing and, therefore, will not be permanent. As such a condition is recommended to ensure that the hoarding sign is temporary.

Amenity of neighbouring land users

11. The surrounding area consists of a mix of uses including residential and commercial. There is a large roundabout directly in front of the application site. To the east is a petrol station. To the north west of the site is a public house. Given the commercial nature of these neighbouring land users it is not considered that the sign will result in a detrimental impact upon the amenity of these neighbouring land users.
12. The closest residential property is located to the west of the application site. There will be a separation distance of approximately 15 metres to the side elevation of this neighbouring property which fronts on to Harrowgate Lane. As such it is not considered that the proposal will result in a detrimental impact upon the amenity of this residential property.

Highway Safety

13. The Acting Head of Technical Services raises no objections to the proposal on the grounds that the sign does not obstruct visibility. Therefore it is not considered that the proposed hoarding signs will result in an adverse impact upon highway safety.

CONCLUSION

14. Overall it is not considered that the proposal will result in a detrimental impact upon the amenity of neighbouring land users, the visual amenity of the surrounding area or upon highway safety. The proposal is considered to be in line with policy GP1 of the Stockton on Tees Local plan and PPG19 and as such is considered to be acceptable.

**Corporate Director of Development and Neighbourhood Services
Contact Officer Miss Helen Turnbull Telephone No 01642 526063**

IMPLICATIONS

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:

WARD AND WARD COUNCILLORS

Ward Hardwick
Ward Councillor Councillor Mrs E.A. Nesbitt

Ward Hardwick
Ward Councillor Councillor W H Noble