

DELEGATED

**AGENDA NO
PLANNING COMMITTEE**

14 July 2010

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

10/1504/LAA

Preston Park, Yarm Road, Eaglescliffe

Banners advertising council events and council supported events on fencing near the main gate

Expiry Date : 4 August 2010

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 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 determined by Planning Committee.

RECOMMENDATION

Planning application 10/1504/LAA 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.*

<i>Plan Reference Number</i>	<i>Date on Plan</i>
SBC0001	9 June 2010
SBC0002	9 June 2010

Reason: To define the consent.

02. *The banner hereby approved shall only be erected to advertise events taking place within the Preston Hall and associated grounds.*

Reason: In the interests of visual amenity and to prevent the continuous display of banners.

03. ***The banner hereby approved shall be erected no more than 14 days prior to an event and removed within 7 days of the event(s) taking place.***

Reason: In the interests of visual amenity

INFORMATIVES

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.

Planning Policy Guidance Note 19: Outdoor Advertisement Control

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.***

BACKGROUND

1. Advertisement consent was granted on 29 April 2009 for the erection of 1 no. banner sign (4m x 1m) to advertise various events at Preston Park. The banner was shown on the left side of the main entrance.
2. This application was approved for one year and has now expired.

PROPOSAL

3. Permission is sought for the display of a single banner. The Banner is to be located to the right hand side of 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.
4. The proposed banner will measure 4 metres x 1 metre and will be manufactured from heavy-duty vinyl.
5. 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 banner to be used is attached at Appendix 2.

CONSULTATIONS

6. The following Consultations were notified and any comments received are set out below:-

Acting Head Of Technical Services

Highways Comments

7. Banners are invariably fixed with plastic ties and these fixings can fail resulting in the risk of banners flailing in the wind/falling into the footway/carriageway below. A rigid/regular inspection regime must be put in place monitoring the condition of the banners and effectiveness of fixings whilst on site. Confirmation of inspection regime must be included

with application for Engineers information purposes. There are no objections to this application.

Landscape & Visual Comments
There are no objections.

PUBLICITY

8. Neighbours were notified and no comments were received.

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 Core Strategy Development Plan Document, Stockton on Tees Local Plan (STLP) and the Regional Spatial Strategy (RRS). The following planning policies are considered to be relevant to the consideration of this application
10. Planning Policy Guidance Note 19: Outdoor Advertisement Control - March 1992

SITE AND SURROUNDINGS

11. The application site is the fence to the right hand side of the entrance to Preston Park, which is located on Yarm Road, Eaglescliffe

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 Government Guidance.

Impact on the Visual Amenity

13. The proposed horizontal banner is to be sited on the fence 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.
14. 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 and are erected no more than 14 days in advance of an event which accords with other similar banners given permission in the Borough.
15. The previous application was given temporary permission for one year to enable the local authority to control the development and to enable the local planning authority to assess the visual impact of the advertisement displays. The scheme has been operating for over one year and the Local Planning Authority has not received any complaints regarding the visual impact of the banner or is aware of any significant issues that would warrant another one year consent; therefore this condition has not been recommended.

16. It is noted that the previous banner was erected in the wrong location and the applicant has been made aware of this and procedures addressed to ensure the banner will be positioned in the approved location.

Impact on Preston Hall

17. Preston Hall is a grade II listed building. The banner will be sited at the entrance to the grounds. The banner is typical of that seen at municipal parks and due to its location away from the main hall it is considered that the sign will not have an impact on the listed hall or the associated grounds.

Impact on Highway and Public Safety

18. The Acting 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 subject to the inspection regime being submitted to the Acting Head of Technical Services for consideration. This has been added as an informative, however the applicant has confirmed that this forms part of the management process of events in the Borough.

CONCLUSION

19. 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 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**

WARD AND WARD COUNCILLORS

**Ward Eaglescliffe
Ward Councillor Councillor A L Lewis**

**Ward Eaglescliffe
Ward Councillor Councillor J. A. Fletcher**

**Ward Eaglescliffe
Ward Councillor Councillor Mrs M. Rigg**

IMPLICATIONS

Financial Implications: None

Environmental Implications: None

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: 10/1504/LAA and 09/0733/LAA