

DELEGATED

AGENDA NO
PLANNING COMMITTEE

14 July 2010

REPORT OF CORPORATE DIRECTOR,
DEVELOPMENT AND NEIGHBOURHOOD
SERVICES

10/1505/LAA

Various Locations In Thornaby, Stockton On Tees,
Banners advertising council and council supported community events

Expiry Date: 4 August 2010

SUMMARY

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

There have 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 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 decided by Planning Committee.

RECOMMENDATION

Planning application 10/1505/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>
<i>SBC0001</i>	<i>9 June 2010</i>
<i>SBC0003</i>	<i>9 June 2010</i>
<i>SBC0004</i>	<i>9 June 2010</i>
<i>SBC0006</i>	<i>9 June 2010</i>
<i>SBC0007</i>	<i>9 June 2010</i>
<i>SBC0009</i>	<i>9 June 2010</i>
<i>SBC0010</i>	<i>9 June 2010</i>
<i>SBC0012</i>	<i>9 June 2010</i>

Reason: To define the consent.

02. *The banner(s) 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 given for the erection of temporary banners in four locations in Thornaby on the 12 August 2009.
2. A one-year temporary permission was given which has now expired.

PROPOSAL

3. 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 Thornaby 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
 - (d) 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: -
 - Head Of Technical Services
6. Highways Comments

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.

Landscape & Visual Comments
No objections

PUBLICITY

7. Neighbours were notified and any comments received are below (if applicable): -

Mr R Morris 2 Stanstead Way Thornaby

8. Comments not relevant to this application and concerned matters relating to a previous application for a car park at Allensway.

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. 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 C of E 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

MATERIAL PLANNING CONSIDERATIONS

12. The main considerations of this application relate to the impact on visual amenity, impact on highway and public safety and whether it satisfies the requirements of 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.

14. 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 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 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 or is aware of any significant issues that would warrant another one-year consent; therefore this condition has not been recommended.

Impact on Highway and Public Safety

16. 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. However, an informative has been added requesting that full details of the design of the banners, dates of erection and removal and methods of fixing be 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

17. It is considered that the position of the banner(s) 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	Mandale & Victoria
Ward Councillor	Councillor Tina Large Councillor Mrs Allison Trainer Councillor Steve Walmsley
Ward	Village
Ward Councillor	Councillor Ian Dalgarno Councillor Mick Eddy

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: 10/1505/LAA and 09/1746/ADV