

Somerset County Council

Regulation Committee – 9th February 2023

Report by Service Manager - Planning & Development, Enforcement & Compliance:

Application Number: SCC/4015/2022

Date Registered: 21 September 2022

Parish: Glastonbury Town Council,

District: Mendip District Council,

Member Division: Glastonbury

Local Member: Nick Cottle and Susannah Hart

Case Officer: Ellie Maxwell

Contact Details:

Description of Application: Proposed new roadside sign.

Grid Reference: Easting - 350385, Northing - 138529

Applicant: South West Heritage Trust

Location: Abbey Farm, Chilkwell Street, Glastonbury, Somerset, BA6 8DB

1. Summary of Key Issues and Recommendation(s)

1.1. The proposed development is for the erection of a signpost outside of a museum. The key issues for Members to consider are:

- Visual amenity

1.2. It is recommended that planning permission be **GRANTED** subject to the imposition of the conditions set out in section 10 of this report, and that authority to undertake any minor non-material editing which may be necessary to the wording of those conditions be delegated to the Service Manager – Planning & Development, Enforcement & Compliance.

2. Description of the Site

2.1. The Somerset Rural Life Museum is located to the south-eastern side of Glastonbury. The rear of the site is adjacent to private housing, with a public right of way dividing the site in half. It is located adjacent to the junction between Bere Lane and Chilkwell Street.

2.2. The application site is situated within Glastonbury Conservation Area, designated in 1976. Abbey Barn is a Grade I listed building and also a Scheduled Monument.

3. The Proposal

3.1. A steel banner post sign is proposed to be located adjacent to the entrance to the site on Bere Lane. The proposal aims to enhance the site presence within the street scene and aid visitors in finding the museum.

3.2. The proposed sign will be positioned within an existing grass verge and set back from the pavement edge to enable it to be read and also have minimal impact on the street. The sign will be positioned in front of Actis House, a residential property, and will be screened by trees, therefore having no impact on the setting of the Abbey Barn, a Grade I listed building.

3.3. The erection of the sign post will have minimal impact on trees, outlined in the Sign Method Statement. Groundworks will be kept to a minimum and outside of the tree protection zone. The mounting place and base will be positioned outside of the tree protection zone and to avoid tree routes. The installation of the banner pole will avoid impacting significant tree branches, with pruning proposed to be kept to a minimum and no trees will be felled.

3.4. Once the new sign is positioned, the existing ground mounted sign, located on the north side of the entrance will be removed.

4. Background

4.1. 3829/2021 - Proposed new estate rail fencing and gates, and replacement steps within the existing orchard. Approved 2nd September 2021

4.2. 2013/0882 - Repair and minor internal and external alterations to the farmhouse; alteration and redevelopment of the cow sheds to form new galleries and a cafe; demolition and redevelopment of the 1970's reception and shop to provide new stairs, lift and toilets; and the demolition of the 1970's wagon shed and replacement with a new community learning space, store and toilets. Approved 25th July 2013

5. The Application

5.1. Documents submitted with the application:

- Application Form
- Heritage Statement – July 2022
- Photos and photomontages
- Proposed Signage Images
- Signpost Method Statement – 16th June 2022

6. Environmental Impact Assessment (EIA)

6.1. An Environmental Impact Assessment was not necessary for the application.

7. Consultation Responses Received

External Consultees

7.1. Environment Agency – no comments received

7.2. Glastonbury Town Council – no comments received

7.3. Historic England – no objection

“We have no comment to add on the proposed signage”

7.4. Mendip District Council – no objection

7.5. Natural England – no objection

“Based on the plans submitted, Natural England considers that the proposed development will not have significant adverse impacts on statutorily protected nature conservation sites or landscapes.”

7.6. Somerset Wildlife Trust – no comments received

7.7. South West Heritage – no comments received

Internal Consultees

7.8. Highways – no objection subject to condition

“This application seeks consent for the siting of new roadside sign at Abbey Farm, Glastonbury to advertise parking for Somerset Rural Life Museum. The site is located on the A361 on the corner of Bere Lane and Chickwell Street. Access is derived off Bere Lane within a section which is subject to a 20mph speed limit.

On reviewing the recorded PIC's (Personal Injury Collisions) for the last 5 years there appears to be a number of incidents within 500m of the site, however, they do not appear to be related to the highway safety.

The proposed sign is to be sited on the south west corner of the existing access. The sign would appear to be positioned directly adjacent to the highway boundary and overhanging the footpath. Notwithstanding the information provided, the sign should be positioned further away from the highway.

Taking the above comments into account, whilst the Highways Authority does not object to the proposal in principle, should the Local Planning Authority be minded to grant consent the Highway Authority would request that the following condition is imposed:

- No part of the proposed sign, including any foundations, shall be within 450mm of the highway boundary."

7.9. Public Rights of Way – no objection

7.10. Somerset Ecology Services – no objection

Public Consultation

7.10. Letters received from two residents raising concerns about the visual amenity of the sign. Concern was also raised about the felling of trees, however it has been confirmed with the agent no trees will be felled as part of this application.

8. Comments of the Service Manager – Planning Control, Enforcement & Compliance

8.1. The key issues for Members to consider are:-

- Visual amenity
- Impact on Conservation Area
- Highway Safety

8.2. Planning applications must be determined in accordance with the development plan unless material considerations indicate otherwise. In this case, the development plan consists of the following documents, with their policies of relevance to this proposal being listed in Section 10 of this report:

- Mendip District Council Local Plan Part I 2006-2029 (adopted December 2014)
- Mendip District Council Local Plan Part II 2006-2029 (adopted December 2021)

The Secretary of State's powers to make regulations for the control of outdoor advertisements are in sections 200, 221, 223 and 224 of the Town and Country Planning Act 1990. The current regulations are the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Under regulation 3, advertisements are subject to control only in the interests of "amenity" and "public safety".

8.3. Other material considerations to be given due weight in the determination of the application include the following:

- National Planning Policy Framework (July 2021)
- Planning Practice Guidance

8.4. Visual Amenity

Concern has been raised by residents over the impact of the signage on visual amenity. Mendip District Council Local Plan Part I policy DP 7: Design and Amenity of New

Development is relevant. It is considered that the proposal complies with part (a) which is appropriate for local context and part (b) the amenity of users of neighbouring buildings and land uses. The application is also deemed to be in accordance with DP 1: Local Identity and Distinctiveness. The signpost will be located on the verge where there are existing trees and will not be taller than the treeline.

8.5. Impact on Conservation Area

Mendip District Council Local Plan Part I policy DP 3: Heritage Conservation is relevant to this application as it lies within Mendip Conservation Area and also has a Grade I listed building on the site. The proposal complies with the policy because it does not impact on the significance of the Heritage Asset as it will be screened from the Abbey Barn by trees.

8.6. Highway Safety

Somerset County Council Highways were consulted on the application and raised no objection. Although incidents have occurred within 500m site over the past 5 years, Highways deem they do not appear to be related to highway safety. Therefore, it is deemed the signage will not negatively impact highway safety in accord with DP 9: Transport Impact of New Development.

Conclusion

It is considered that the proposed sign post will not cause detrimental impact to visual amenity, the conservation area or highway safety.

By reason of scale, design, and siting the proposed advert will not detract from the character or appearance of the Conservation Area or its setting, is considered to respect the character of the listed buildings and raise no other public safety or amenity concerns. The proposed signage accords with policies DP1, DP3, DP7 and DP9 of the Mendip Local Plan and the aims and objectives of the NPPF.

9. Recommendation

9.1 It is recommended that planning permission be **GRANTED** subject to the following conditions:

1. a) All advertisements displayed and any land used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

(b) Any hoarding or similar structure or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

c) Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

(d) Before any advertisement is displayed on land in accordance with the consent now granted, the permission of the owner of that land, or of a person entitled to grant such permission, shall be obtained.

(e) The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

2. The development hereby permitted shall be carried out in strict accordance with the approved plans and specifications, and with any scheme, working programme or other details submitted for the approval of the County Planning Authority in pursuance of any condition attached to this permission, unless prior written approval is obtained from the County Planning Authority to any variation:

- Application Form
- Heritage Statement – July 2022
- Photos and photomontages
- Proposed Signage Images
- Signpost Method Statement – 16th June 2022

Reason: For the avoidance of doubt as to the extent of the permission.

3. No part of the proposed sign, including any foundations, shall be within 450mm of the highway boundary.

Reason: In accord with DP 9 of the Mendip Local Plan Part I

INFORMATIVES

If any part of the flags overhang any part of the public highway including the footway, a license will be required from SCC Highways

10. Relevant Development Plan Policies

1. The following is a summary of the reasons for the County Council's decision to grant planning permission.

2. In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 the decision on this application should be taken in accordance with the development plan unless material considerations indicate otherwise. The decision has been taken having regard to the policies and proposals in:-

Mendip District Local Plan 2006-2029 Part I (2014):

- DP 1
- DP 3
- DP 7
- DP 9

3. The County Planning Authority has also had regard to all other material considerations.

4. Statement of Compliance with Article 35 of the Town and Country Development Management Procedure Order 2015

In dealing with this planning application the County Planning Authority has adopted a positive and proactive manner. The Council offers a pre- application advice service for minor and major applications, and applicants are encouraged to take up this service. This proposal has been assessed against the National Planning Policy Framework, Minerals Local Plan and Local Plan policies, which have been subject to proactive publicity and consultation prior to their adoption and are referred to in the reasons for approval. The County Planning Authority has sought solutions to problems arising by liaising with consultees, considering other representations received and liaising with the applicant/agent as necessary.