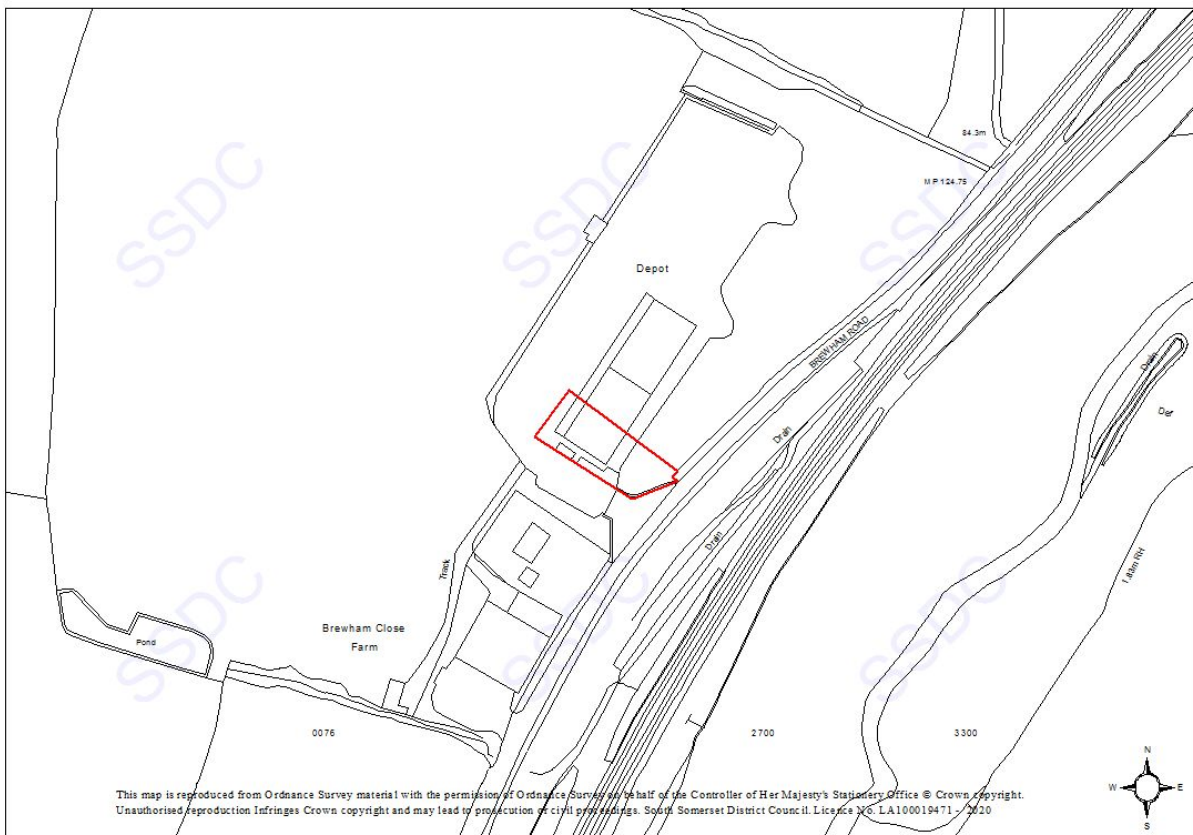


## Officer Report on Planning Application: 19/02779/ADV

<b>Proposal :</b>	The display of 1 No. internally illuminated and 1 No. non illuminated fascia signs, 1 No. internally illuminated pylon sign and 1 No. non illuminated bollard.
<b>Site Address:</b>	A E George Commercials Ltd, Brewham Road Depot, Brewham Road, Bruton
<b>Parish:</b>	Bruton
<b>BRUTON Ward (SSDC Member)</b>	Cllr L Trimnell
<b>Recommending Case Officer:</b>	Jane Green Tel: 01935 462462 Email: <a href="mailto:planningcaseteam@southsomerset.gov.uk">planningcaseteam@southsomerset.gov.uk</a>
<b>Target date :</b>	18th December 2019
<b>Applicant :</b>	A E George Commercials Ltd
<b>Agent: (no agent if blank)</b>	Prolicht UK Ltd Greenway Business Centre Harlow Business Centre Harlow CM19 5QE
<b>Application Type :</b>	Other Advertisement

### REASON FOR REFERRAL

This application has been called to Committee by the Area Chair in agreement with the Ward Member as the recommendation is contrary to the support from the Town Council.





## SITE DESCRIPTION AND PROPOSAL

The site is located part way along Brewham Road to the north-east of Bruton beyond any defined development area.

The property is a detached, two-storey commercial building occupied by A.E George Commercials, a livestock haulier including vehicle sales and service. Beyond the boundary to the south-west is a detached residential property tied to the business with open countryside to all other sides.

This is an application seeking advertisement consent for the replacement of existing signs both wall mounted and free standing within the site. This includes the display of 1no. internally illuminated and 1no. Non-illuminated fascia signs, 1no. Internally illuminated pylon sign and 1no. Non-illuminated bollard.

Sign 1 - Replacement fascia sign. Non-illuminated. Overall width of 6.83m and height of 0.4m

Sign 2 - Installation of an internally illuminated fascia sign on the south-western elevation. Measuring 1.2m x 1.6m.

Sign 3 - Internal sign at the main reception. Not visible from outside the building.

Sign 4 - Replacement free-standing billboard. Non-illuminated. Measuring 1.9m wide x overall height including steel posts, of 2.5m.

Sign 5 - Internally illuminated free-standing pylon sign. Measuring 6m in height x 1.6m wide.

## HISTORY

Most recent and relevant:

12/04758/ADV - Application for various signs - 1) reposition existing fascia sign. 2) New non-illuminated fascia sign. 3) Projecting sign mounted to a pole. 4) Illuminated directional sign. 5 and 6) post mounted sign - approved with conditions

## **POLICY**

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.'

Section 38(6) of the Planning and Compulsory Purchase Act (2004), and Paragraphs 2, 11, and 12 of the NPPF indicate it is a matter of law that applications are determined in accordance with the development plan unless material considerations indicate otherwise.

For the purposes of determining current applications the local planning authority considers that the adopted development plan is the South Somerset Local Plan (2006 - 2028).

Policies of the South Somerset Local Plan (2006-2028):

SD1 - Sustainable Development

EQ2 - Design and General Development

TA5 - Transport Impact of New Development

National Planning Policy Framework:

Chapter 2 - Achieving Sustainable Development

Chapter 9 - Promoting Sustainable Transport

Chapter 12 - Achieving Well-Designed Places

Planning Policy Guidance

## **CONSULTATIONS**

Bruton Town Council: To approve the application

Environmental Health: No objections

SSDC Highways Consultant's: It would be important that the proposed pylon sign at the entrance to the site is not erected within the visibility splay. From the submitted documentation, it would appear that it would be erected to the rear of the splay but it would be prudent to request a layout plan of the entrance showing the extent of the existing visibility splay in the northerly direction and the proposed siting of the pylon sign to ensure no such obstruction occurs, or to impose a condition for the same purpose.

SCC Highways Standing advice applies

## **REPRESENTATIONS**

The application was advertised by way of neighbour notification letters and a site notice. No letters were received in relation to this application.

## **ASSESSMENT**

### *Principle*

The National Planning Policy Framework states 'the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

### *Visual amenity*

The proposed signs are considered an appropriate design, scale and number to the advertising of the business and are commensurate with those to be replaced. Overall the proposed advertisements are of a design that will not adversely impact on the appearance of the street or residential amenity.

In considering the design, siting, materials, illumination, scale and number, the signs are in keeping with the character of the surrounding area and in accordance with Policy EQ2 of the South Somerset Local Plan.

### *Highways safety*

The Councils Highways Officer was notified of the proposal. Comments were received stating that 'it would be important that the proposed pylon sign at the entrance to the site is not erected within the visibility splay. From the submitted documentation, it would appear that it would be erected to the rear of the splay but it would be prudent to request a layout plan of the entrance showing the extent of the existing visibility splay in the northerly direction and the proposed siting of the pylon sign to ensure no such obstruction occurs, or to impose a condition for the same purpose.'

Photographs were submitted but despite there being a scale on the photo, this is not considered suitable to enable the assessment of the visibility with the 1600mm wide sign showing as a dot and appearing to be in the visibility splay. Despite requests the required information has not been forthcoming by the agent.

It is therefore considered, that due to the lack of detail required to enable the LPA to suitably assess the impact on highway safety, a split decision is to be issued refusing the pylon sign. This is therefore contrary to policies TA5 and TA6 of the Local Plan.

## **RECOMMENDATION**

SPLIT decision

Grant consent for signs 1-4 (inclusive)

Refuse consent for sign 5

01. Signs 1-4 (inclusive) by virtue of the siting, design, number, materials, scale and type of illumination is in keeping with the character and appearance of the surrounding area, causes no harm to residential amenity, does not prejudice public safety and is in accordance with the aims and objectives of policy EQ2 of the South Somerset Local Plan (2006-2028).
02. There is insufficient information submitted with the application to assess whether or not the siting of the pylon sign, labelled as sign 5, would impact adversely upon the visibility splays.

Accordingly it is considered that the proposal is contrary paragraph 108 of the National Planning Policy Framework and Policies TA5 & TA6 of the South Somerset Local Plan (2006-2028) and paragraphs 109 and 132 of the NPPF.

## **SUBJECT TO THE FOLLOWING:**

01. The development hereby permitted shall be carried out in accordance with the fascia signs, wall signs and business bollard, labelled as signs 1-4, received on 4th November 2019.

Reason: For the avoidance of doubt and in the interests of proper planning.

02. (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.
- (f) No advertisement shall be displayed so as to endanger persons, obscure or hinder the interpretation of any official sign

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

**Informatives:**

01. In accordance with paragraph 39 of the NPPF the council, as local planning authority, takes a positive and proactive approach to development proposals focused on solutions. The council works with applicants/agents in a positive and proactive manner by;
- offering a pre-application advice service, and
  - as appropriate updating applications/agents of any issues that may arise in the processing of their application and where possible suggesting solutions

In this case, the applicant/agent did not take the opportunity to enter into pre-application discussions.