

Committee date 12/12/2023

Application No: 13/23/00014

Application Type: Advertisement consent

Case Officer: Liam Evans

Registered Date: 04/09/2023

Expiry Date: 29/10/2023

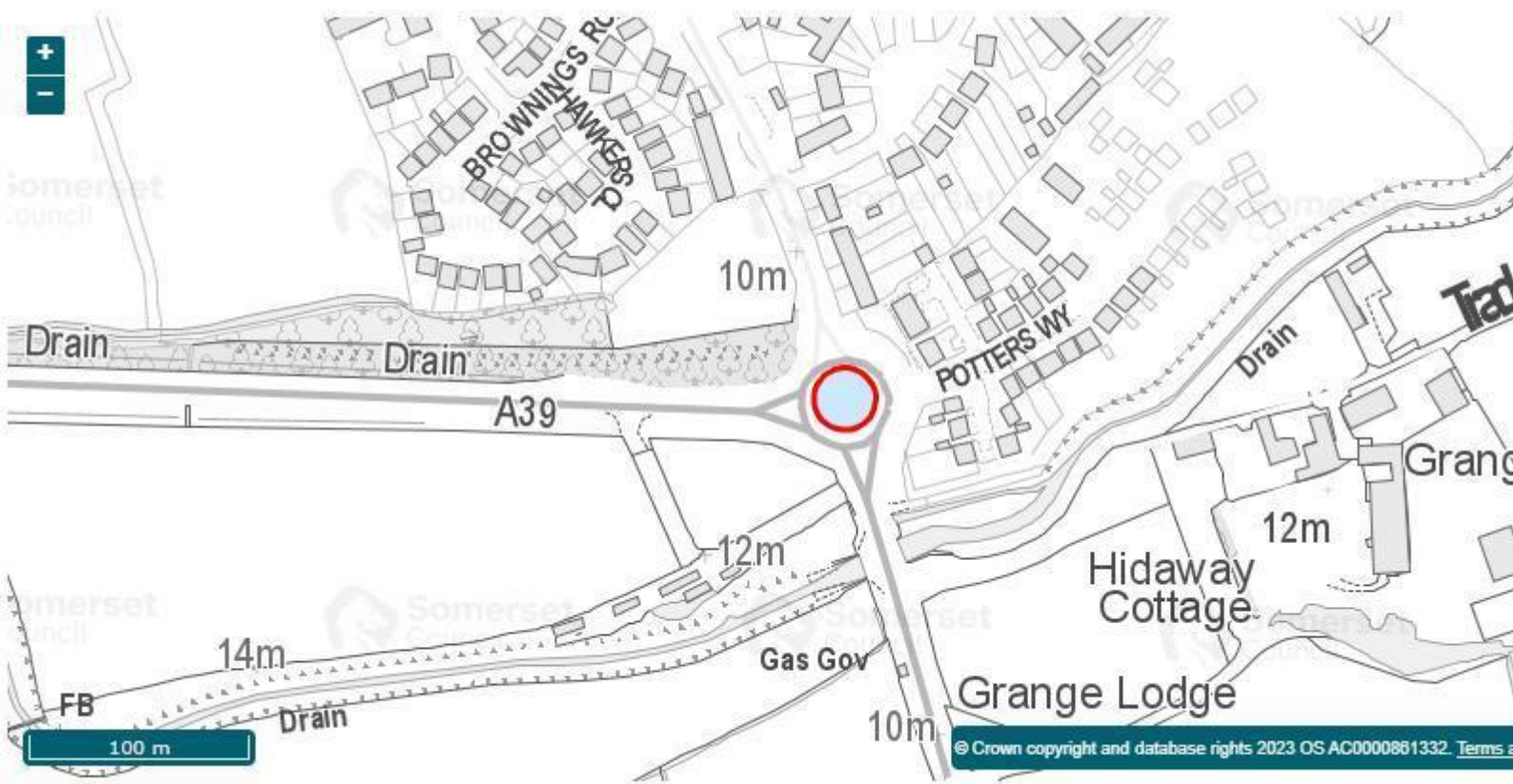
Parish: Cannington

Division: Cannington

Proposal: Erection of 3no. non- illuminated free standing fascia advertisement signs.

Site Location: Land At, Cannington Bypass Roundabout East, Cannington, Bridgwater

Applicant: Somerset Council



Committee decision required because

The views of the Parish Council are contrary to the officer's recommendation.

Background

The application site is an existing roundabout to the south of Cannington linking the A39 with the village and the newly constructed Potters Way residential development.

Permission is sought for the erection of 3 small advertisement signs on the roundabout. The signs would be 1m x 0.5m in area and supported on posts 0.26m high. The sign would display local business names on a white background.

Relevant History

None.

Supporting information supplied by the applicant

None.

Consultation Responses

Parish Council - Objection.

It considers advertisement on the roundabout as:

- An unnecessary distraction to drivers.
- Unwanted roadside signage.
- No benefit to the local area.

Highways - No objection.

Representations

None received.

Most Relevant Policies

National Planning Policies

National Planning Policy Framework

Sedgemoor Local Plan (2011-2032)

D2 Promoting High Quality and Inclusive Design

D14 Managing the Transport Impacts of Development

Main Issues

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

Impact on Amenity

The signs as proposed would be small in size and would not lead to a significant or detrimental impact on the amenity of the immediate locality or the wider area. The signs would be proportionate to the size of the roundabout without visually dominating it or the surrounding area. The provision of 4 signs would respond to the arms of the roundabout.

Public Safety

Council guidance has sought to limit the number of signs to the number of arms on a roundabout and no more. This is considered to be a good balance between making the sponsorship of the roundabout viable and worthwhile and the safety of the travelling public.

The location of the signs on the roundabout would not lead to an obstruction for road users due to their low height (no more than 760mm above the surface of the roundabout) and lack of illumination. The signs would be positioned within the roundabout so as not to encroach onto forward visibility of vehicles approaching the roundabout or visibility to their right, where giving way would be required. The guidance from the Council suggests that any sign on a roundabout should have an overall height of no more than 800mm and 1m x 0.54m in area. The proposed signage would be compliant with these parameters.

The signs would also be viewed against the backdrop of the existing trees and shrubs within the centre of the roundabout and while the Parish Council have cited them as not being wanted or having any local benefit the signage would potentially provide greater awareness for any local business who may wish to exercise the opportunity to advertise via the signs proposed and generating local income.

There is no objection to the proposal as the signs would be small in scale resulting in minimal impact on the amenity of the locality and the safety of road users.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
 2. No advertisement shall be sited or displayed so as to-
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
 4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
 5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for the above five conditions: To accord with the provisions of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The development hereby permitted shall be carried out in accordance with the approved plans listed in schedule A.

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

Schedule A

Location Plan Drg No. OS AC0000861332

Site Plan Drg No. OS AC0000861332

Proposed Sign Dimensions Drg No. 01

DECISION