

Application Number	2023/1855/RE3
Case Officer	Lynsey Bradshaw
Site	Westway Roundabout Street Somerset
Date Validated	17 November 2023
Applicant/	L Simms
Organisation	Somerset Council
Application Type	Advertisement Consent Under Regulation 3
Proposal	Erection of advertisement/sponsorship 2no. hoarding signs on roundabout.
Division	Street Division
Parish	Street Parish Council
Recommendation	Approval
Divisional Cllrs.	Cllr Simon Carswell Cllr Liz Leyshon

What3Words: occupiers.swerving.cassettes

Referral to Planning Committee:

In accordance with the scheme of delegation, this application is referred to the Planning Committee because the proposal is made by Somerset Council on land owned by them. The case officer recommendation is to approve with conditions, the Parish Council recommended refusal, and the Divisional Members (for Street) did not submit a comment.

Description of Site, Proposal and Constraints:

The application site is the “Westway” roundabout on the A39, at the junction with Gravenshon Way and the Clarks Distribution Centre visitors entrance, inside the development limits of Street.

The roundabout has a diameter of approximately 14.8 metres (radius 7.4 metres) and is comprised of a raised curb with a level brick outer ring, infilled with a ‘wheel spokes’ pattern of two types of gravel with a central circle of low shrub. There is existing signage of four chevrons, with four directional arrows and downlighting illumination units above,

and three small low-level signs (“Street Business Park” / “The Rotary Club of Glastonbury & Street” / “Street Parish Council”).

This application seeks advertisement consent to erect two post mounted signs on the Westway roundabout. The proposed signs would be approximately 0.76 metres high by 1 metre wide and not illuminated.

Relevant History:

There is no relevant planning history.

Summary of Division Member comments, Parish Council comments, representations, and consultee comments:

Division Members (Street):

Cllr. Simon Carswell: No response

Cllr. Liz Leyshon: No response

Street Parish Council: Recommend refusal:

- Impact on highway safety.

Highways Development Officer: No objection

Local Representations: *No other representations have been made.*

Full details of all consultation responses can be found on the Council’s website: [View and comment on a planning application \(somerset.gov.uk\)](#)

Summary of all planning policies and legislation relevant to the proposal:

Section 38(6) of the Planning and Compulsory Purchase Act 2004 places a duty on Local Planning Authorities (LPAs) to determine proposals in accordance with the development plan unless material considerations indicate otherwise. The following development plan policies and material considerations are relevant to this application:

The Council’s Development Plan comprises:

- Mendip District Local Plan Part I: Strategy and Policies (December 2014)

- Mendip District Local Plan Part II: Sites and Policies (December 2021) (post JR version)

The following policies of the Local Plan Part I are relevant to the determination of this application:

- CP1: Mendip Spatial Strategy
- CP8: Street Parish Strategy
- DP1: Local Identity and Distinctiveness
- DP7: Design and Amenity of New Development
- DP9: Transport Impact of New Development

Other possible Relevant Considerations (without limitation):

- National Planning Policy Framework (NPPF)
- National Planning Practice Guidance (NPPG)
- Somerset County Council Highways Development Control Standing Advice (June 2017)
- Supplementary Planning Document Design and Amenity of New Development; Guidance for interpretation of Local Plan Policy DP7 (March 2022)
- Somerset Council Highways Advertising Policy (March 2022)

Officer Assessment:

Advertisements:

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and the National Planning Policy Framework (NPPF) make it clear that control of the display of advertisements shall be exercised only in the interests of 'local amenity' and 'public safety'.

Paragraph 141 of the NPPF, 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.”*

The site is on the urban edge of Street with nearby shops and businesses as well as some areas of a more rural character. The A39 is a main route through the village and county. There are existing traffic related street furniture and streetlamps, including pedestrian barriers on adjacent pavements to the west that make pedestrian access to the roundabout impractical.

The proposed signs would be positioned north and south of the centre of the roundabout, approximately 5.5 metres from the outer edge. The proposed materials are traffic grade recycled material composite, and not aluminium, to reduce the risk of theft. The proposed signs would be approximately 0.76 metres high by 1 metre wide and not illuminated.

The bottom portion of the sign would include the Somerset Council logo with the text "Supporting Local Businesses." It is the aim that the remainder of the sign above would be sponsored by third party businesses for the purposes of advertising those businesses. The proposal is part of a countywide scheme, consistent with countrywide initiatives, to create a standardised approach to signage, maintenance and management with the aim of generating an income for Somerset Council, as set out in the Somerset Council Highways Advertising Policy.

Taking all the above into consideration, and the design, scale, materials, colours, lack of illumination and number of existing and proposed signs in the context, the proposed advertisement displays are not considered to have an unacceptable impact on the visual amenity of the locality.

The Highway Authority did not object to the proposal or raise any highway safety concerns. Their response included standard advice to alert the applicant to secure appropriate approvals for working in the highway prior to the works commencing. Therefore, given the siting, scale, lack of illumination, distance and height above the highway, the proposed advertisement display is not considered to pose a hazard to drivers on the highway or cause any obstruction to pedestrian safety.

The proposal would therefore comply with Development Policies 1, 7 and 9 of the adopted Local Plan Part 1 (2014) and the aims of the National Planning Policy Framework.

Equalities Act:

In arriving at this recommendation, due regard has been given to the provisions of the Equalities Act 2010, particularly the Public Sector Equality Duty and Section 149. The Equality Act 2010 requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between different people when carrying out their activities. Protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race/ethnicity, religion or belief (or lack of), sex and sexual orientation.

Conclusion:

The proposed signs raise no adverse public safety or amenity concerns and are recommended for approval with conditions.

Recommendation

Approval

Conditions

1. **Standard Advert Time Limit (Compliance)**

This consent shall expire at the end of a period of five years from the date of this approval.

Reason: This condition is specified in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. **Plans List (Compliance)**

This decision relates to the following drawings: Location Plan at a scale of 1:2500, Location Plan at a scale of 1:1250, Site Plan at a scale of 1:200, "Sign design - New Council Brand", "Proposed advertising sign dimensions".

Reason: To define the terms and extent of the permission.

3. **Standard Advertisement Conditions (Compliance)**

a. 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.

b. No advertisement shall be sited or displayed so as to -

- (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- c. 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.
- d. 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.
- e. 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: These conditions are specified in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Informatives

1. Condition Categories

Your attention is drawn to the condition/s in the above permission. The heading of each condition gives an indication of the type of condition and what is required by it. There are 4 broad categories:

Compliance - The condition specifies matters to which you must comply. These conditions do not require the submission of additional details and do not need to be discharged.

Pre-commencement - The condition requires the submission and approval of further information, drawings or details before any work begins on the approved development. The condition will list any specific works which are exempted from this restriction, e.g. ground investigations, remediation works, etc.

Pre-occupation - The condition requires the submission and approval of further information, drawings or details before occupation of all or part of the approved development.

Bespoke Trigger - The condition contains a bespoke trigger which requires the submission and approval of further information, drawings or details before a specific action occurs.

Please note all conditions should be read fully as these headings are intended as a guide only.

Failure to comply with these conditions may render the development unauthorised and liable to enforcement action.

Where approval of further information is required you will need to submit a conditions application and pay the relevant fee, which is 145GBP per request (or 43GBP where it relates to a householder application). The request must be made in writing or using the Standard Application form (available on the Planning Portal, see council's website). For clarification, the fee relates to each request for the discharge of condition/s and not to each condition itself. There is a no fee for the discharge of conditions on a Listed Building Consent, Conservation Area Consent or Advertisement Consent although if the request concerns condition/s relating to both a planning permission and Listed Building Consent then a fee will be required.

2. **Approval of Works Required from Highway Authority**

The details of the proposed works also require appropriate approvals from the Highway Authority, which should be agreed **prior to work commencing**.

3. **Adhering to Conditions**

The responsibility for ensuring compliance with the terms of this approval rests with the person(s) responsible for carrying out the development. The Local Planning Authority uses various means to monitor implementation to ensure that the scheme is built or carried out in strict accordance with the terms of the permission. Failure to adhere to the approved details will render the development unauthorised and vulnerable to enforcement action.

4. In determining this application the Local Planning Authority considers it has complied with the aims of paragraph 38 of the National Planning Framework by working in a positive, creative and pro-active way.