
13/00498/ADV**AT LAND BETWEEN MAIN ROAD AND RECTORY ROAD
AND CLEMENTS HALL WAY, HAWKWELL****NON ILLUMINATED SIGNAGE AND SITE HOARDINGS
COMPRISING 6 No. FLAG POLE SIGNS, GRAPHICS TO
HOARDINGS, 4 No. GALLOW SIGNS, 4 No. GOAL POST
SIGNS AND LOGO SIGNS TO BUILDINGS****APPLICANT: DAVID WILSON HOMES****ZONING: METROPOLITAN GREEN BELT****PARISH: HAWKWELL****WARD: HAWKWELL WEST****1 THE SITE**

- 1.1 This application is to part of a site of some 11.6ha in area generally to the north of Rectory Road, west of Clements Hall Way over part of the unmade section of Thorpe Road, which is included within the greater site and continuing towards the rear of frontage development to Main Road and behind the made up section of Thorpe Road. This site is the subject of permission granted on 19 December 2012 for 176 dwellings (175 net) under application reference 12/00381/FUL.
- 1.2 The current application relates to a small part of the re-development site located at the junction of Thorpe Road with Thorpe Close and comprising an area of the site given over to sales and comprising plots 78, 79, 95 and 96 between Nos. 29 and 31 Thorpe Road. Those show houses and the sales building are now open. The signage has already been installed.

2 THE PROPOSAL

- 2.1 The proposal is a revised application, which follows an application made earlier this year that was withdrawn. The application shows 22 signs of various design and number associated with the sales office presence at Thorpe Road, including the site of the two show homes. The application was

further revised on 3 October to include signage present on the site, but not initially included in this application.

- 2.2 The proposed signage in this application as revised is as follows:-

Sign A

- 2.3 This sign is already in existence and comprises a goal post type sign comprising an aluminium panel 2.8m wide and 3.8m high mounted between 0.1m square wooden posts. The overall height from ground level is 4.85m. The applicant describes this sign to be non-illuminated, but an uplighter lamp illuminates this sign externally. The signage is generally white and navy with graphic imaging of the development. There is proposed only one Sign A located close to the pavement at the front of the site.

Sign B

- 2.4 This sign comprises a goal post type sign comprising an aluminium panel 2.8m wide and 1.9m high mounted between 0.1m square wooden posts. The overall height from ground level would be 3.3m. The applicant describes this sign to be non-illuminated, but an uplighter lamp shown in the layout would illuminate this sign externally. The signage is generally white and navy with graphic imaging of the development. There is proposed only one sign B located to the southern side of the car park in front of the sales building.

Sign B2

- 2.5 This sign comprises a goal post type sign comprising an aluminium panel 2.2m wide and 1.4m high mounted between 0.1m square wooden posts. This sign is a slightly smaller version of sign B. The overall height from ground level would be 2.4m. The applicant describes this sign to be non-illuminated, but an uplighter lamp shown in the layout would illuminate this sign externally. The signage is generally white and navy with graphic imaging of the development. There is proposed only one sign B2 located to the northern side of the car park centrally to the greensward between the car park and site limits.

Sign B3

- 2.6 This sign comprises a goal post type sign comprising an aluminium panel 2.4m wide mounted between 0.1m square wooden posts. The overall height from ground level would be 2.3m. This sign would be single sided and generally white and navy with graphic imaging of the development on one side and bullet text on the reverse. There is proposed only one sign B3 located alongside the pedestrian gate between the car park and footpath to the show homes and the sales office.

Sign E

- 2.7 This sign comprises a gallows style sign comprising an aluminium panel 0.6m wide and 0.6m high suspended from a simple white painted timber horizontal and vertical hanging post 0.075m square. There are four of this type of sign proposed, each to an overall height of 1.75m and double sided in generally navy and white text. These signs would be located to the rear of the show homes alongside the pathway leading up to the show home entrance doors. The applicant describes these to be generally non-illuminated, but uplighters shown in the layout would provide a degree of illumination.

Sign F

- 2.8 This sign comprises five aluminium panels of varied graphic images each 2.5m wide and 1.5m high, one of which would be located on the rear close boarded fence adjoining the show homes and a four located on the northern fence to the north of the show homes and the site boundary with No. 29 Thorpe Road. The panels would generally contain navy and white text with graphic images of the interior of homes and family scenes. These signs would be non-illuminated.

Signs G1 and G2

- 2.9 These signs comprise digital printed material of the development, home interiors and family scenes mounted to site hoardings 1.8m high to the northern boundary of the site and 2m high southern side of the visitor car park and the sales building to the front half of the site. The hoarding would be finished in a navy background with white text between the graphics. Although there would be uplighters and bollard lights present in this area, their siting could not be considered to be part of the illumination of the advertising material on this particular advert type. The applicant describes these advertisements to be non-illuminated.

Sign L

- 2.10 This sign comprises a flag and aluminium flag pole. The flag would be 1m wide and 2.5m high. The flag pole would be to a height of 6.5m. The proposal is for six of these adverts to be located along the Thorpe Road frontage to the sales site. The flags would not directly be illuminated but there would be three uplighters generally alongside giving an indirect illumination of these adverts.

Additional Welcome Signs

- 2.11 This application includes the provision of the applicant's logo "David Wilson Homes" and large fret cut lettering "Welcome to Clements Gate" that has been affixed to the rear elevation of one of the show homes, but which faces Thorpe Road and the sales suite.

- 2.12 The application details request a display period running from 2 October 2013 to 2 October 2014.
- 2.13 The revisions to the application of 3 October reflect the actual position and number of signage, together with an additional flag (sign L) and the welcome signs to the rear of the show homes, as installed on the site. These revisions have not been subject to revised consultation as the Highway Authority has no objection in principle and there has been no contribution from nearby residents opposing the signage as it exists on the site.

3 RELEVANT PLANNING HISTORY

- 3.1 A number of applications have been considered on parts of the site for stables, domestic purposes and other developments. The applications relevant to the current proposals are as follows:-
- 3.2 Application No. 12/00381/FUL
- Demolish Existing Dwelling And Construct Development Of 176 Houses With Access Off Thorpe Road, Access Off Clements Hall Way, Access For One Plot Off Rectory Road, Road Network, Cycle Way And Footpath Network, Public Open Space, Landscaping And Location Of High Pressure Gas Main. Permission granted 17 December 2012. This permission is now being implemented.
- 3.3 Application No.13/00109/FUL
- Demolish existing dwelling and construct single storey part pitched roofed, part flat roofed sales building and car parking area.
- Permission granted 19 April 2013.
- Application No. 13/00231/FUL
- Construct single storey pitched roofed, part flat roofed sales building with associated parking
- Permission granted 10 June 2013. This application relates to the eastern part of the site adjoining Clements Hall Way.
- Application No. 13/00376/FUL
- Revised application to construct single storey part pitched roofed, part flat roofed sales building and car parking area for period of 24 months.
- Permission granted 9 September 2013 for a temporary period expiring on 21 August 2015.
- 3.4 Application 13/00299/ADV

Non-illuminated signage and site hoardings comprising 5 No. flag and flag pole signs, window graphics and graphics to sales building and hoardings, 7 No. gallow signs, 3 No. goal post signs and 1 No. externally illuminated goal post sign.

Application withdrawn.

4 CONSULTATIONS AND REPRESENTATIONS

Hawkwell Parish Council

- 4.1 Council continues to object to this application and feels there is already an over proliferation of signage. Council is also aware that the signage is already in place prior to permission being granted, which makes a mockery of the planning application process. Refer to previous objections below.
- 4.2 Object to this application on the following grounds. Firstly, consider the number of flags, flag poles and signage to be excessive. Secondly, the flag poles (cables and wires) could cause unnecessary noise nuisance to neighbouring residents and thirdly, object to the need for an illuminated goal post sign at the sales office since viewings do not generally take place in the evening/night time. An illuminated sign is not necessary and could cause nuisance to neighbouring residents and would be detrimental to the residential street scene. Ask that if any of the equipment detailed above is permitted then a two year restriction be put in place after which time it should all be removed.

Essex County Council highways

- 4.3 No objection to raise, subject to the following condition:-
1. The proposed light source for the externally illuminated sign shall be so positioned and shielded, in perpetuity, to direct light towards the proposed advertisement sign and away from the highway.

Neighbours

- 4.4 One letter has been received from the following address:-

Christmas Tree Farm Development Action Group

and which makes the following comments in support of the application:-

- This group understands that David Wilson Homes has withdrawn its original application in respect of additional signage and has submitted a revised application. We have reviewed that revision and believe it is tasteful, appropriate and in keeping with the signage already erected at the end of Thorpe Road by the marketing suite and we therefore give our blessing to the application.

5 MATERIAL PLANNING CONSIDERATIONS

- 5.1 The site is located within the Metropolitan Green Belt, as identified in the saved Rochford District Replacement Local Plan (2006). The site is, however, within a general location for an extension to the residential envelope of South Hawkwell for 175 dwellings (net) at Policy H2 to the Council's adopted Core Strategy (2011). The re-development being implemented reflects the emerging allocations and commitment to the Core Strategy and is thus a very special circumstance outweighing the harm to the Green Belt.
- 5.2 The Control of Advertisement Regulations have two areas of concern. Firstly, the impact of the proposed advertising material upon residential amenity and secondly, the impact of advertising material upon highway safety.

Comparison to Previous Application

- 5.3 Whilst the previous application was withdrawn, officers had taken the view that the signage on the site was extensive and excessive leading to a harmful proliferation of advertising material contrary to Policy SAT11 to the Council's saved Local plan (2006). Since the consideration of that previous application, the sales suite and show homes site has been extensively landscaped giving a setting with the signage placed amidst prepared established planting, particularly to the site frontage.
- 5.4 Signs A, B and B2 are the same as the previous application. Sign B3 is essentially a replacement/alternative to the previously proposed sign C.
- 5.5 The smaller gallows signs (Sign E) located to the east of the show homes have been reduced from 7 No. to 4 No.
- 5.6 The five panels to the show homes site fencing (Sign F) are the same, but in revised positioning. The previous application sited two signs on the northern fence and three signs on the eastern rear fence. This current application would provide one sign on the rear eastern fence and four on the northern fence.
- 5.7 The hoardings G1 and G2 have been reduced in height from 2.5m and sloped adjacent to the highway down to a height of 0.6m to achieve visibility for access to adjoining properties. These hoardings have been reduced in overall height between 0.7m – 0.5m.
- 5.8 Signs J and K from the previous application comprising windows graphics to the sales building have been omitted.
- 5.9 The current application now includes an additional flag pole sign L, increasing from five to six, the number of flag poles to the site frontage onto Thorpe Road. These flags are of a fixed banner design that do not move with wind.

- 5.10 The current application also now includes additional welcome signage fixed to the show home rear elevation facing the sales suite car park and Thorpe Road beyond.
- 5.11 The current application excludes the marketing suite logo to the side of the sales building, which is still in place. This sign comprises aluminium fret cut lettering comprising the company name with logo to an overall area of 2.2m wide and 1.2m high and located on the northern side of the sales building facing the car park.
- 5.12 The current application, whilst reducing the number of smaller gallows signs (Sign E) now, however, includes additional signage by way of a further flag and large welcome signage to the show home walling.

Residential Amenity Issues

- 5.13 The sales building on the site is currently approved for a period expiring on 21 August 2015. The applicant, however, specifically requests consent for the signage to which this application relates, for only a period up to 2 October 2014. The impact upon residential amenity can therefore be considered in a short term context.
- 5.14 The sales building will give rise to visiting customers looking to view the show homes and often outside the working hours of the site in later evenings and weekends. In winter months a degree of illumination would be reasonable, both to identify the site and allow viewing in the winter evenings.
- 5.15 Policy SAT9 to the Council's saved Local Plan (2006) requires that signage relates to the character of the buildings on which it is displayed, as well as the surrounding areas. Policy SAT 11 to the Council's saved Local Plan (2006) seeks to control against a proliferation of advertisements on any one building or site.
- 5.16 Policy DM37 to the emerging development management policies, whilst generally requiring that the application has regard to the access and visual impact of the buildings on which it is to be displayed and the character of the surrounding area, goes on to state that advertisements will be permitted provided that they:-
 - (i) do not add to visual clutter or detract from the visual amenity of the area;
 - (ii) are appropriately designed and sited within the context of the area and well related to the buildings to which they are attached;
 - (iii) have regard to the use of appropriate materials;
 - (iv) do not generate an excess of signage, which creates a cluttered street scene;

- (v) are suitably illuminated without adding to light pollution or whose intensity does not affect visual clutter or road safety and;
 - (vi) respect the architectural features of locally listed buildings.
- 5.17 Policy DM37, although having been the subject of public consultation, is awaiting public examination and is not yet adopted. It therefore has less weight than policies SAT9 and SAT11 to the adopted Local Plan, which are saved until such time as the development management policies become adopted and supersede them.
- 5.18 Since the consideration of the previous application, the applicant has landscaped and surfaced the sales suite site. The signage, although generally increased, is amidst semi mature trees and shrubs to the site frontage and setting of the sales suite building. With the exception of the goal post sign A, The flags (Sign L) and the welcome signage to the rear of the show home, the signage is otherwise screened from wider views of the site to the neighbouring street by the hoarding and fence lines. Furthermore, the reduction in height of the hoardings is now to a height compatible with typical fence lines and less dominant than previously proposed. The hoardings to signs G1 and G2 also offer some mitigation from car head lights and disturbance to adjoining neighbouring property arising from the sales activity.
- 5.19 The six flag advertisements (Sign L) each repeat the developer name and corporate branding, but are fixed in nature with clean lines and a clean gloss finish.
- 5.20 The retrospective nature of the application allows the signage to be viewed in the context of the landscaping of the site and the presentation of the sales suite. Despite there being a significant number of signs, they are of a general design and character appropriate to a sales presence for a major housing scheme. The extent of landscaping and the resultant setting of the sales suite mitigates the impact of the extent of signage such that the signage as now seen and proposed does not proliferate but instead is contained at the sales site plots without harming the character and setting of nearby homes the Thorpe Road and nearby streets. The current application would not result in a proliferation of signage conflict with Policy SAT11 to the Council's saved Local Plan (2006).

6 Highway Safety Issues

- 6.1 The amount of advertising material proposed would be contained within and throughout the sales site. The County Highway Authority has no objection to raise against the advertising material or extent of it, provided that should consent be granted, the lighting sources be directed towards the signage and away from the highway. This requirement can be achieved by a condition to the grant of permission.

7 CONCLUSION

- 7.1 Whilst the site is located within the Green Belt, the development being implemented on the site is in accordance with the release of the site as an urban extension for South Hawkwell. There is no material objection to the proposal in Green Belt terms.
- 7.2 The proposed signage would be extensive throughout the small part of the site of four plots given over to the selling of the approved housing. However, the use of hoardings to contain the low rise signage from wider views of the street, together with the extensive landscaping of the site, now places the signage amidst an attractive setting whereby the impact of the signage to the street and nearby homes is greatly balanced by the landscaping and surface treatment and textures on the sales plots. The increased signage no longer results in a proliferation of advertising material, visually harmful to the street character.

8 RECOMMENDATION

- 8.1 It is recommended that the Committee **RESOLVES**

That advertisement consent be approved, subject to the following conditions:-

- (1) SAC 2 – Advert Time Limit until 2nd October 2014
- (2) SAC3 – Advert Standard condition.



Shaun Scrutton

Head of Planning and Transportation

Relevant Development Plan Policies and Proposals

Rochford District Council Local Development Framework Core Strategy Submission Document (September 2009)

Policy CP1

Rochford District Replacement Local Plan (2006) as saved by Direction of the Secretary of State for Communities and Local Government and dated 5 June 2009 in exercise of the power conferred by paragraph 1(3) of schedule 8 to the Planning and Compulsory Purchase Act 2004.

SAT9, SAT11.

Rochford District Council Local Development Framework Development Management submission document (April 3013)

Policy DM37

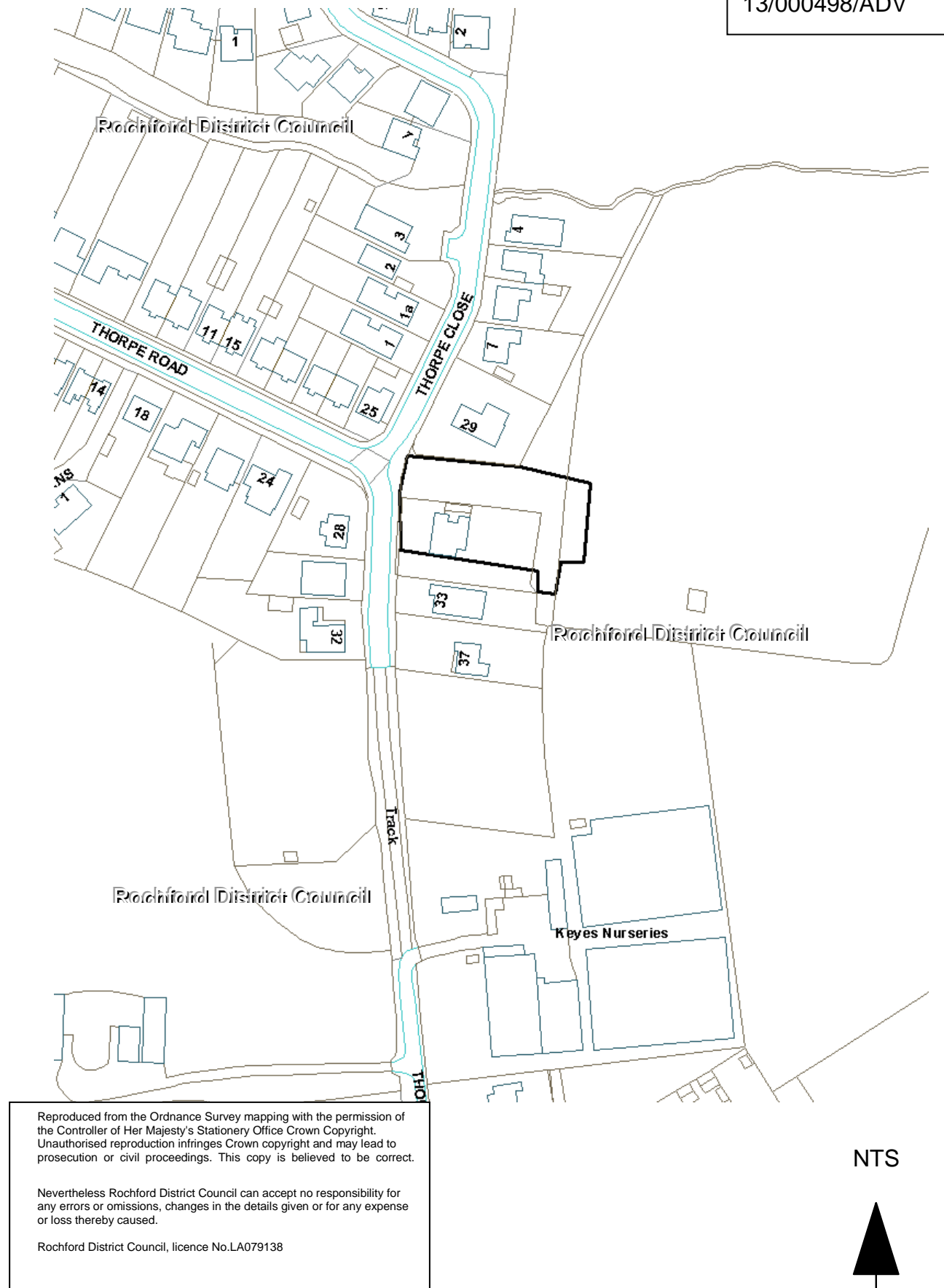
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