

**19/00367/ADV**

**HOCKLEY WOODS, MAIN ROAD, HOCKLEY**

**TEMPORARY DISPLAY OF BANNER ADVERT 4M X 0.7M  
TO ADVERTISE COUNCIL EVENTS**

**APPLICANT: ROCHFORD DISTRICT COUNCIL**

**ZONING: METROPOLITAN GREEN BELT**

**PARISH: HOCKLEY PARISH COUNCIL**

**WARD: HOCKLEY**

**1 RECOMMENDATION**

1.1 It is proposed that the Committee **RESOLVES**

That Advert Consent be approved, subject to the following conditions:

- (1) This consent shall expire at the end of a period of five years from the date of this decision notice.

REASON: Required to be imposed pursuant to Regulation 14 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- (2) 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: Required to be imposed pursuant to Schedule 2, Regulation 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

## **2 APPLICATION DETAILS**

- 2.1 Advertisement consent is sought for the display of a vinyl banner measuring up to 4 metres in length and 0.7 metres in width to be attached to wooden posts at the entrance to Hockley Woods.
- 2.2 The application seeks consent to display such a banner for a period of 28 days this year. The banner is sought to display information relating to a Council event, "Wild Woods Day" to be held at Hockley Woods on 20 July 2019.
- 2.3 No illumination is proposed to the banner.
- 2.4 The applicant is Rochford District Council and therefore the application is brought to the Development Committee for a decision.
- 2.5 The advert would be placed on a grassed area close to the vehicular entrance to the Hockley Woods site off Main Road, which is located in a predominantly residential area. The site sits adjacent to The Bull public house and to the detached residential property, No. 91 Main Road.

## **3 PLANNING HISTORY**

- 3.1 Application No. 12/00186/ADV – Permitted - Temporary display of a banner advert up to 4m x 0.7m to advertise Council events on no more than 3 occasions in any calendar year for a maximum period on each occasion of up to 18 days at entrance to Hockley Woods

## **4 MATERIAL PLANNING CONSIDERATIONS**

- 4.1 The site lies just outside the area of land designated as Hockley Woods and ancient woodland on the adopted Development Plan. The site does, however, fall within the Metropolitan Green Belt designation.

- 4.2 Policy DM37 of the Development Management Plan is relevant to the determination of this application.
- 4.3 Although the proposed banner advertisement would be of a significant size at 4 metres in length, it would be positioned behind the existing permanent entrance sign to the woods with a backdrop of mature trees. In this position, the banner would not be readily visible from within the woods although it would be clearly visible, particularly to pedestrians and to users of the vehicular entrance to the woods.
- 4.4 Other than the small wooden permanent entrance sign to the woods, which is particularly unobtrusive, there are no other adverts in this area and, consequently, the proposed banner would not result in a proliferation of adverts in this particular area.
- 4.5 It is considered that the proposal would not result in similar applications at the site, which might cumulatively result in a proliferation of adverts to the detriment of visual amenity, particularly given both the restricted site frontage and that the proposal relates to a banner designed to advertise a Council event on Council owned land.
- 4.6 Although the proposed banner would have an impact on the character and appearance of the street scene the impact would not be permanent given that the proposal is for temporary display only, for up to a maximum of 28 days.
- 4.7 No illumination is proposed to the banner and consequently the banner would not be readily visible and impact on the character of the street scene after dark.
- 4.8 The National Planning Policy Framework (NPPF) recognises that poorly placed adverts can have a negative impact on the appearance of the built and natural environment and emphasises that only the interests of amenity and public safety can be taken in account in the determination of advert consent applications.
- 4.9 The proposed site of the banner is located adjacent to the site of The Bull Public House, which is a Listed Building. Given the temporary nature of the proposal and given that the banner would be positioned close to the entrance to Hockley Woods, where the event will take place, rather than immediately adjacent to the adjoining Listed Building it is considered that the banner would not have an adverse impact on the character or setting of the Listed Building.

## **5 CONSULTATIONS AND REPRESENTATIONS**

### **Essex County Council Highways**

- 5.1 No objection.

**6 EQUALITY AND DIVERSITY IMPLICATIONS**

- 6.1 An Equality Impact Assessment has been completed and found there to be no impacts (either positive or negative) on protected groups as defined under the Equality Act 2010.

**7 CONCLUSION**

- 7.1 Overall it is considered that the proposed banner would not, particularly given its temporary nature, have a harmful impact on the character and appearance of the street scene or on the Green Belt such as to warrant refusal.



Marcus Hotten  
Assistant Director, Place & Environment

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**Relevant Development Plan Policies and Proposals**

National Planning Policy Framework 2019

Core Strategy – CP1

Development Management Plan – DM37

**Background Papers:-**

None.

For further information please contact Katie Ellis on: -

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