

14/00331/ADV**LAND NORTH OF A129 EAST OF A130 OLD LONDON ROAD RAWRETH****ONE NON-ILLUMINATED GOAL POST TYPE SIGN TO SITE ENTRANCE****APPLICANT: ACADEMY SOCCER****ZONING: METROPOLITAN GREEN BELT****PARISH: RAWRETH****WARD: DOWNHALL & RAWRETH**

In accordance with the agreed procedure this item is reported to this meeting for consideration.

This application was included in Weekly List No.1241 requiring notification of referrals to the Head of Planning and Transportation by 1.00 pm on Wednesday, 9 July 2014 with any applications being referred to this meeting of the Committee. The item was referred by Cllr C I Black.

The item that was referred is appended as it appeared in the Weekly List, together with a plan.

In addition, the comments from the Rawreth Parish Council have been received and are as follows:-

RAWRETH PARISH COUNCIL

Object on the basis that it would be wrong for a sign like this to be permitted when the request for pedestrian beware signs made by both the Parish Council and residents have been refused by Essex County Council. It should be noted that a previous application (09/00486/ADV) made by the adjacent occupiers for two signs at their entrance was refused and reduced to 1 only. This proposed sign would increase the total in a very close proximity to two, which is unacceptable in the Green Belt.

1 NOTES

- 1.1 This application is to a site to the immediate east of where the A130 crosses the A129 Old London Road. The site at present is an agricultural field, irregular in shape, of some 4.74ha.
- 1.2 The site is bounded to the west and south by the A130 and A129.
- 1.3 To the east is the alignment of a former highway immediately beyond that of which is an area in use for football pitches with various containers providing storage and changing rooms.
- 1.4 To the north of the site is an arable field and detached housing fronting Old London Road.

2 THE PROPOSAL

- 2.1 The proposal is to provide one non-illuminated goal post type sign to be located on the southern side of the existing field entrance into the site from Old London Road. The sign would have a board to an overall width of 2m and height of 1m, but mounted with the top of the sign 1.8m from ground level. The sign would have blue text on a green background and would be mounted on timber posts.
- 2.2 The signage is associated with an application to provide a change of use to the field to provide eight football pitches of various sizes, storage and changing rooms and an area for parking. These matters are the subject of an application yet to be determined under application 14/00332/FUL.
- 2.3 The proposal would provide the signage at the site entrance to identify the football club and direction to car parking.
- 2.4 The proposal follows an earlier application for two signs refused permission on 11 February this year.

3 PLANNING HISTORY (since the 1990s)

- 3.1 Application No. 13/00767/ADV
- 3.2 Provide two non-illuminated goal post type signs to site entrance. Permission refused on 11 February 2014 for the following reason:-

- 3.3 The provision of a second sign would appear to the Local Planning Authority to be excessive. The provision of two such signs would result in unnecessary proliferation of advertisement material in an otherwise uncluttered site frontage detrimental to the visual amenity arising from the open and undeveloped surroundings of the area and contrary to Policies SAT 9 and SAT 11 to the Rochford District Replacement Local Plan (2006), as saved by Direction of the Secretary of State for Communities and Local Government in exercise of the power conferred by paragraph 1(3) of schedule 8 to the Planning and Compulsory Purchase Act 2004.
- 3.4 Also of relevance is the following history for the adjoining site.
- 3.5 Application No. 09/00486/ADV
Two non - illuminated hoarding signs
Permission refused 7 October 2014.
- 3.6 Application No. 10/00088/ADV
Erect one non - illuminated hoarding sign.
Permission granted 14 April 2010.

4 MATERIAL CONSIDERATIONS

- 4.1 The site is located within an area of Metropolitan Green Belt. Whilst signage that can be considered necessary would on balance be acceptable in Green Belt terms, the issues turn on the effect of the advertisements on amenity and highway safety. The site is not within a Conservation Area. The proposed painted timber sign material and timber posts are not objectionable in design terms.
- 4.2 The single sign as approved to the neighbouring site is also to 2 square metres in area.
- 4.3 The previous application for two signs was considered excessive and would have resulted in unnecessary proliferation of signage, taken together with that to the adjoining site, proving detrimental to the amenity of the open and undeveloped surroundings of the area and contrary to Policies SAT 9 and SAT 11 to the saved Local Plan (2006).
- 4.4 The Council's emerging development management policies have been the subject of consultation and are before an inspector awaiting consideration. Policy DM37 - Advertisements, states that signage should be designed with regard to the character of the area in which it is to be displayed and amongst other things should not add to visual clutter or detract from the visual amenity of the area. Whilst having been the subject of consultation, limited weight can be given to this policy, given that the Council does not yet have the inspector's findings to consider.
- 4.5 The proposed sign is closely associated with the current application for the use of the site for football pitches yet to be determined. If that application is

subsequently granted permission or allowed on appeal, there would be a need for such a sign so as to distinguish the access to each sports field as each playing field has an access very close to the other. In the event of permission being granted, there is value in a sign being provided on the site to identify the ground to aid visiting teams and supporters in finding the site and to avoid confusion with the neighbouring football pitches. As with the neighbouring site, one sign is considered necessary.

- 4.6 However, by itself and without consent for the use of the land, the sign would be unnecessary. It is considered therefore that a condition is required to ensure the sign is provided only in association with the grant of permission for the development of the land for football pitches.
- 4.7 No objection is raised to the proposal on highway safety grounds by the County Highway Authority, subject to a condition to the grant of permission specifying the set back siting position for the proposed sign.

5 REPRESENTATIONS

ESSEX COUNTY COUNCIL HIGHWAYS:

- 5.1 No objection to raise, subject to the following condition:-

1. The sign provided at the vehicular access shall be set back 4.5m from the carriageway edge.

NEIGHBOUR REPRESENTATIONS

- 5.2 9 Letters have been received from the following addresses:-

Church Road: 2 Burrells Cottages "Ivy Cottage" (2 letters) "The Goldings"
"Tufty Lodge" "Goymers Lodge"

Old London Road: "Mardemor" (2 letters)

And 1 signed but unaddressed letter.

- 5.3 And which make the following comments and objections:-

- o Will be an eye sore.
- o We already have football pitches and signs.
- o The road is, under normal circumstances, unsafe for pedestrians and horse riders. Last year the residents proposed two signs be erected "Beware Pedestrians" that the County Council considered unnecessary signage.
- o The site entrance is on a blind bend and will distract drivers and increase danger for walkers and riders.

- o Concerns at extra traffic at weekends, given village hall and pre-school that have weekend events as well as visitors to the grave yard. The existing calming measures are seen as a challenge for drivers to weave and speed. If the development is approved ask that better calming measures such as for Howe Green are provided.
- o Increased traffic and noise.
- o Already have to suffer existing problems from the existing pitches.
- o Plenty of spare pitches to play on in the district.
- o Advised that Academy Soccer is run as a profit making company and not a small non-profit making outfit training young children and the site will be rented out, hence the size of facilities.

5.4 A petition of 8 signatures has also been received objecting to the proposal.

5.5 2 letters have been received from the following addresses:-

Egbert Gardens, Wickford: 37
Station Avenue, Rayleigh: 4

5.6 And which make the following comments in support of the application:-

- o Support this application as it will be important to visitors to identify the location of the pitches.
- o Plenty of other signs in the area for building developments, football clubs, hotels, etc.

6 RECOMMENDATION

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

That the application 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.

(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.
- (3) The sign hereby permitted to be displayed, as shown on the approved drawing 14-field-004, shall not be illuminated.
 - (4) The sign provided at the vehicular access shall be set back 4.5m from the carriageway edge.
 - (5) The provision of the sign hereby approved shall only be implemented following the grant of planning permission for the use of the site to which this application relates, for the purpose of playing football.



Shaun Scrutton

Head of Planning and Transportation

Relevant Development Plan Policies and Proposals

Rochford District Council Local Development Framework Core Strategy Adopted Version December 2011- CP 1.

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

and Compulsory Purchase Act 2004. - SAT 9, SAT 11.

Rochford District Council Local Development Framework Development Management Submission Document (April 2013) - DM 38.

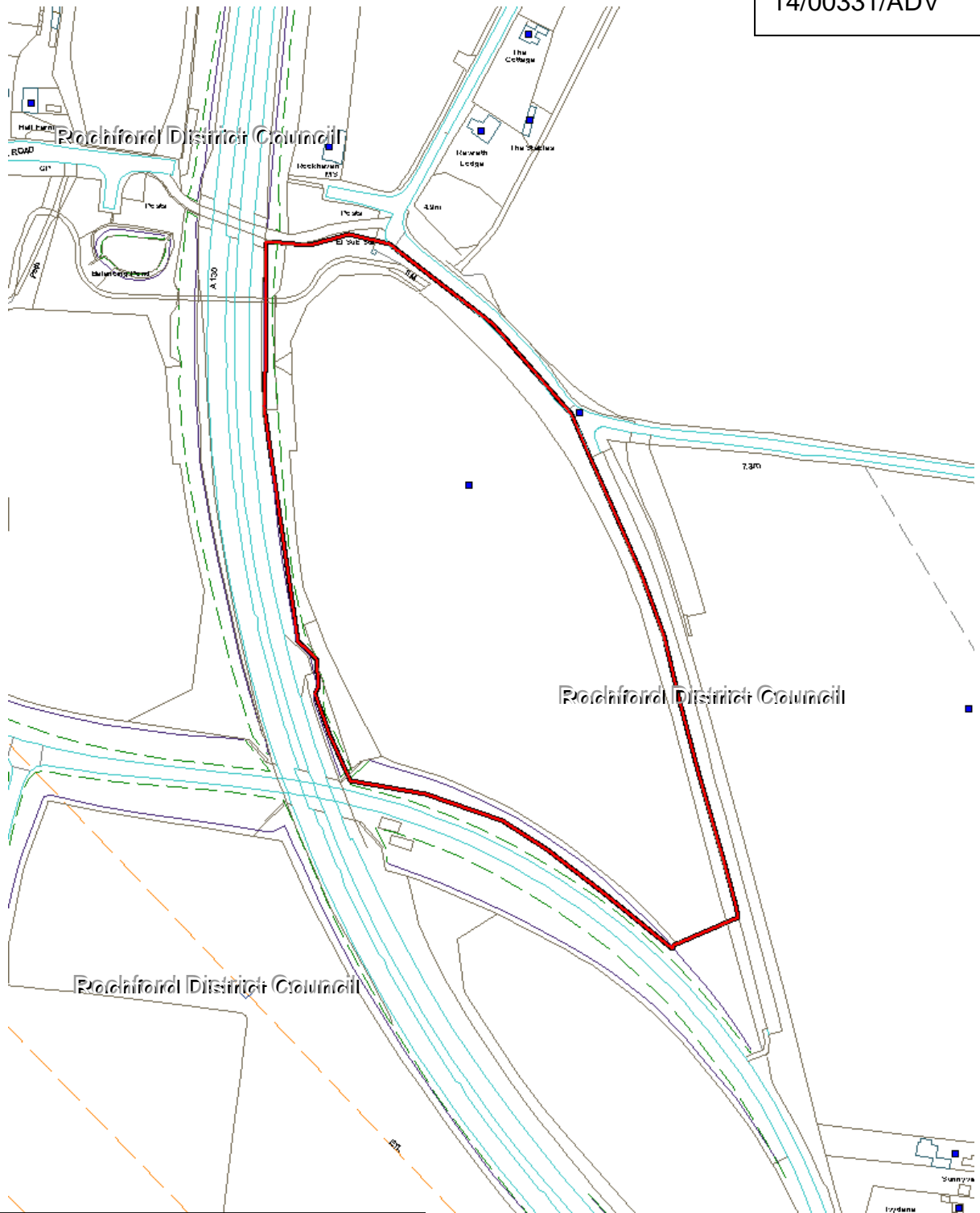
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If you would like this report in large print, Braille or another language please contact 01702 318111.

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