

**14/00567/ADV**

**BRADLEY WAY, ROCHFORD, ESSEX**

**DISPLAY OF A BANNER ADVERT UP TO 4M X 0.7M TO ADVERTISE ROCHFORD DISTRICT COUNCIL EVENTS ON NO MORE THAN 3 OCCASIONS IN ANY CALENDAR YEAR FOR A MAXIMUM PERIOD ON EACH OCCASION OF 18 DAYS**

**APPLICANT: ROCHFORD DISTRICT COUNCIL**

**ZONING: CONSERVATION AREA, FLOOD RISK ZONES 2 AND 3**

**PARISH: ROCHFORD PARISH COUNCIL**

**WARD: ROCHFORD**

## **1 PLANNING APPLICATION DETAILS**

- 1.1 Advertisement consent is sought for a banner advert advertising Council events on no more than 3 occasions in any calendar year.
- 1.2 It should be noted that this application is made by Rochford District Council.

## **2 PROPOSAL**

- 2.1 The proposed banner advert would be up to 4m in width and 0.7m in height and would be used to advertise Rochford District Council events on no more than 3 occasions in any calendar year for a maximum period on each occasion of 18 days. The proposed sign would be sited on the grass verge on Bradley Way close to the junction with West Street and close to the boundary with Rochford reservoir. The proposed advert would be visible and contribute to the character and appearance of the street scene within the Rochford Conservation Area.
- 2.2 The proposed occasional events banner would be 4m x 0.7m, and would be set on wooden stakes (freestanding) measuring 1.8m in height and 0.2m in width, whilst the banner itself would be vinyl.
- 2.3 An example of a banner has been submitted within the application particulars advertising 'Rochford Art Trail' and is text based with logos. As the application seeks to advertise events 3 times a year, the banners will vary, however, no further information has been submitted regarding this. Furthermore, it is understood that the banners will be completely removed after the advertising

period and it is noted that a banner would be seen at this location for a maximum of 54 days a year.

### **3 RELEVANT PLANNING HISTORY**

3.1 None.

### **4 CONSULTATIONS AND REPRESENTATIONS**

#### **Rochford Parish Council**

4.1 Members felt this proposal would be detrimental to the street scene and suggested the banners could be placed on the opposite side of Bradley Way.

#### **Essex County Council Highways**

4.2 The Highway Authority would not wish to raise an objection to the above application as submitted.

#### Informative:

In approving this application, the Highway Authority has taken into account the Highway Authority's Development Management Policies and the proposal listed above and it considers that the proposed development is not contrary to the following policies:-

- A) Safety: Policy DM1 of the Highway Authority's Development Management Policies February 2011
- B) Accessibility: Policy DM9 of the Highway Authority's Development Management Policies February 2011
- C) Efficiency/Capacity: Policy DM1 of the Highway Authority's Development Management Policies February 2011
- D) Road Hierarchy: Policy DM2-4 of the Highway Authority's Development Management Policies February 2011
- E) Parking Standards: Policy DM8 of the Highway Authority's Development Management Policies February 2011

Any sign over any part of the highway requires a licence under Section 177 or 178 of the Highways Act 1980, which will incur a charge of £725.00. The Highway Authority reserves the right under Section 152 of the Highways Act 1980 to remove or alter any sign overhanging the highway, which is considered to be an obstruction to the safe and convenient passage of the public in the highway.

All works affecting the highway to be carried out by prior arrangement with, and to the requirements and satisfaction of, the Highway Authority, and

application for the necessary works should be addressed for the attention of the Development Management Team at SMO2, Essex Highways, Springfield Highways Depot, Colchester Road, Chelmsford CM2 5PU.

## 5 MATERIAL PLANNING CONSIDERATIONS

- 5.1 In considering this application for advert consent the Local Planning Authority must determine whether the proposed sign is acceptable in terms of highway safety and amenity.
- 5.2 With regard to impact on amenity, policies SAT9, SAT10 and SAT11 of the adopted Local Plan (2006) are all relevant to the proposal. Policies SAT9 and SAT10 require adverts to be designed such that they relate to the character of the building on which they are displayed, as well as to the surrounding area, and do not result in the proliferation of adverts on any one site. Additionally, Policy SAT10 states that within Conservation Areas the use of internally illuminated fascias and projecting box signs will not be permitted and that illumination of signs within such areas should take the form of spot lighting or other discreet forms and traditional wood is preferred to coloured plastic.
- 5.3 The location of the proposed banner is within the Conservation Area. The proposed banner would not be illuminated and would not attach to any building. The application seeks an occasional events banner of up to 3 times a year and each banner would be up for no longer than 18 days. It is considered that any sort of permanent advert would be inappropriate and detrimental to the street scene within the Conservation Area. However, due to the restricted amount of time the banner would be erected it is not considered objectionable. Furthermore, no other banners can be seen close to the site. It is considered that it would not be unreasonable to condition against the use of the banner permanently.
- 5.4 It is considered that the materials proposed are acceptable. There is no objection to the proposal from a highway safety perspective nor any objection to the amount of signage proposed on amenity grounds as the proposal would not result in the proliferation of adverts.

## 6 RECOMMENDATION

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

That planning permission be **approved** for the development, 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.

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- (2) 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.
  - (3) No advertisement shall be sited or displayed so as to:-
    - (a) endanger persons using any highway, railway, water way, 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.
  - (4) 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.
  - (5) 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.
  - (6) 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.

- (7) The purpose of the banner hereby permitted shall be for adverts displayed by Rochford District Council advertising local and public events. The banner should be up no more than 3 occasions in any calendar year and only up for a maximum of 18 days on each occasion.

REASON: To enable the Local Planning Authority to retain adequate control in the interests

- (8) The occasional banner hereby permitted to be displayed, is as shown on the approved drawing date stamped 13 August 2014 and shall not be illuminated.

REASON: To enable the Local Planning Authority to retain adequate control over such illumination, in the interests of visual amenity and the character and appearance of the Conservation Area.



Shaun Scrutton

Head of Planning and Transportation

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**Relevant Development Plan Policies and Proposals**

Rochford District Replacement Local Plan – Policy SAT 9, SAT 10, SAT 11

Rochford District Core Strategy (2011) Policy CP1

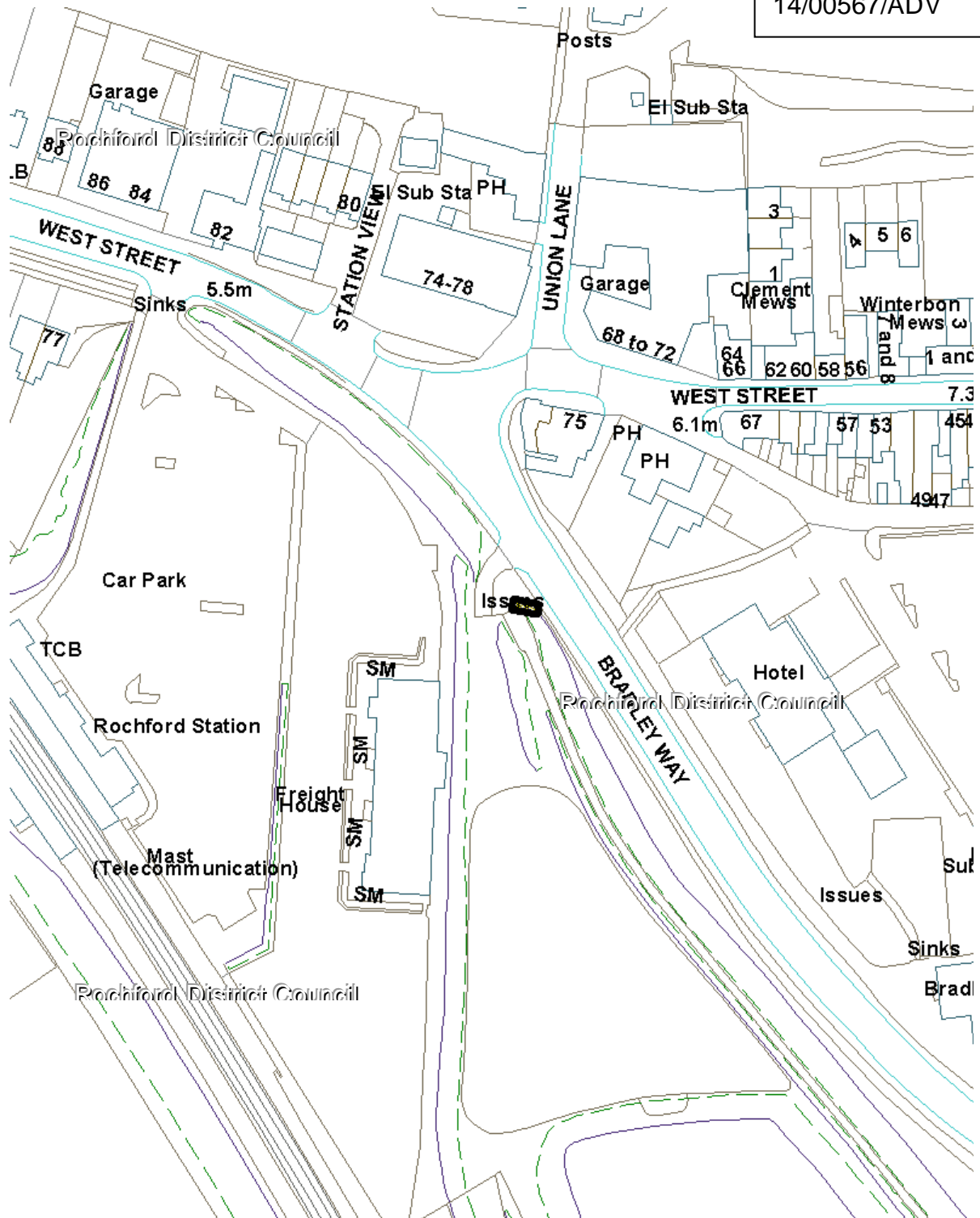
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