

**12/00286/ADV**

**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**

**HOCKLEY WOODS MAIN ROAD HOCKLEY**

**APPLICANT: ROCHFORD DISTRICT COUNCIL**

**ZONING: METROPOLITAN GREEN BELT**

**PARISH: HOCKLEY**

**WARD: HOCKLEY WEST**

## **1 PLANNING APPLICATION DETAILS**

- 1.1 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.
- 1.2 The application seeks consent to display such a banner on no more than 3 occasions in any calendar year for a maximum period on each occasion of up to 18 days. The banner is sought to display information relating to Council events, including Wild Woods Day held at Hockley Woods each year.
- 1.3 No illumination is proposed to the banner.
- 1.4 The applicant is Rochford District Council and therefore the application is brought to the Development Committee for a decision.

## **2 THE SITE**

- 2.1 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, 91 Main Road.

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**3 RELEVANT PLANNING HISTORY**

- 3.1 There is no relevant planning history to the application.

**4 CONSULTATIONS AND REPRESENTATIONS****Essex County Council Highways**

- 4.1 No objection.

**5 MATERIAL PLANNING CONSIDERATIONS**

- 5.1 The site lies just outside the area of land designated as Hockley Woods and ancient woodland on the adopted Local Plan (2006). The site does, however, fall within the Metropolitan Green Belt designation.
- 5.2 Policies SAT 9 and SAT 10 of the adopted Local Plan (2006) are saved policies and relevant to the determination of this application.
- 5.3 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.
- 5.4 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.
- 5.5 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 Council events on Council owned land.
- 5.6 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 54 days in any calendar year.
- 5.7 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.
- 5.8 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 into account in the determination of advert consent applications.

- 5.9 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 and setting of the Listed Building.

## **6 CONCLUSION**

- 6.1 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.

## **7 RECOMMENDATION**

- 7.1 That the Committee **RESOLVES**

To approve planning permission, subject to the following conditions:-

- (1) SAC 1: Advert Time Limit (5 Years)
- (2) SAC 3: Advert - Standard Condition
- (3) Prior to display of the banner advertisement hereby approved, precise details on a scaled plan of the siting of the advert, which should be close to the vehicular entrance to Hockley Woods shall be submitted to and agreed in writing by the Local Planning Authority. The banner advertisement hereby approved shall be displayed in accordance with the agreed details thereafter.

## **REASON FOR DECISION**

The proposal is considered not to cause significant harm to amenity or public safety or to any development plan interests nor harm to any other relevant factors.



Shaun Scrutton

Head of Planning and Transportation

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**Relevant Development Plan Policies and Proposals**

Policies SAT9 and SAT10 of the Rochford District Replacement Local Plan (2006)

National Planning Policy Framework (NPPF)

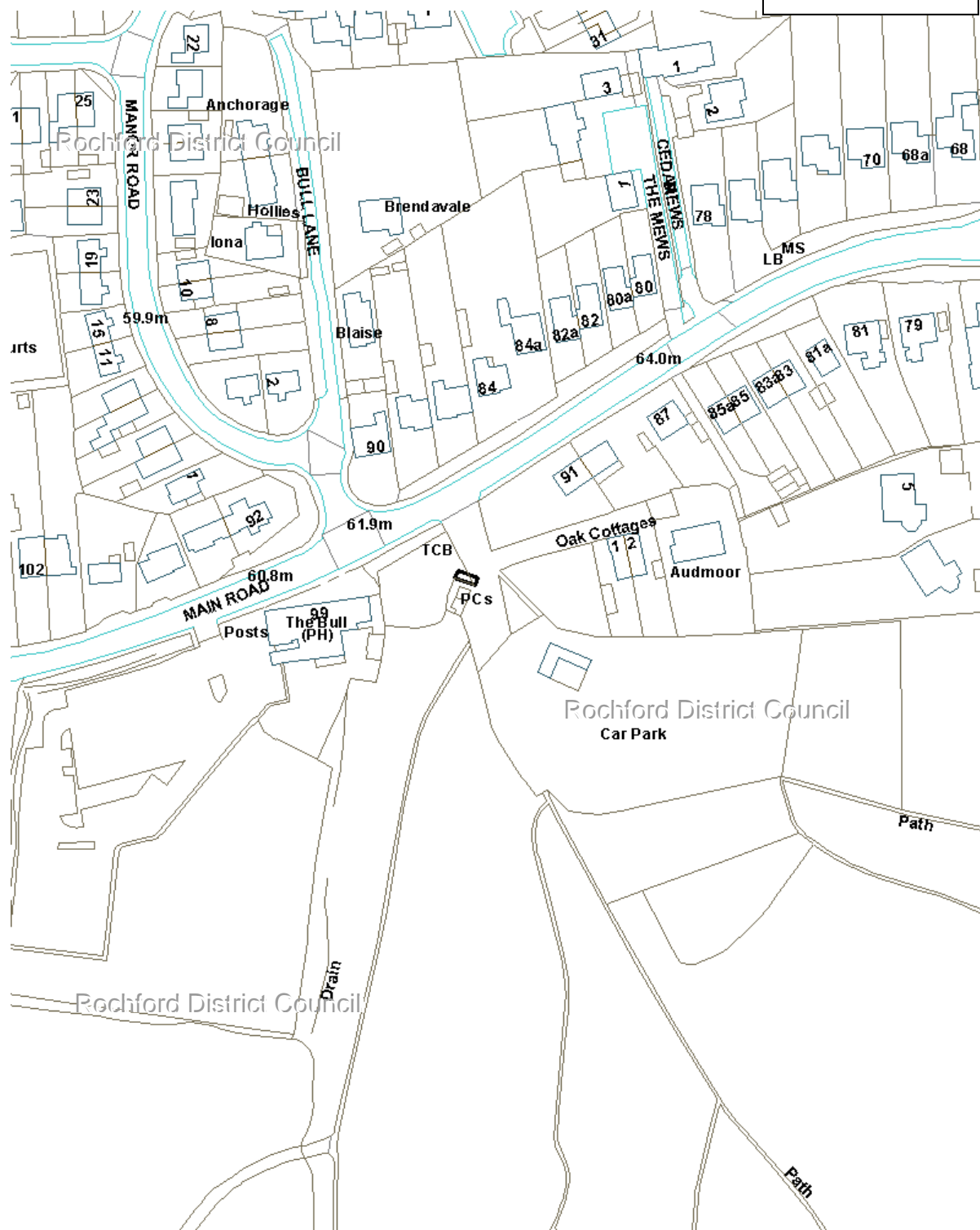
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