

13/00299/ADV**LAND BETWEEN MAIN ROAD AND RECTORY ROAD AND
CLEMENTS HALL WAY HAWKWELL**

**NON- ILLUMINATED SIGNAGE AND SITE HOARDING 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. (AT SALES OFFICE SITE
JUNCTION OF THORPE ROAD AND THORPE CLOSE).**

APPLICANT: DAVID WILSON HOMES

ZONING: METROPOLITAN GREEN BELT

PARISH: HAWKWELL

WARD: HAWKWELL WEST

1 PLANNING APPLICATION DETAILS**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 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 at an advanced stage of construction. An amount of the signage has already been installed. The application details request a display period from 9 July 2013 to 1 August 2014.

2 THE PROPOSAL

- 2.1 The proposal shows various signage associated with the sales office presence at Thorpe Road and as follows:-

Sign A

- 2.2 This sign is already in existence and is 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

- 2.3 This sign comprises a goal post type sign with 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

- 2.4 This sign comprises a goal post type sign with 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 C

- 2.5 This sign comprises a goal post type sign with 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 2.9m. The applicant describes this sign to be non-illuminated, but an uplighter lamp shown in the layout would illuminate this sign externally. This sign would be double 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 C located between the footpath to the show homes and the sales office.

Sign E

- 2.6 This sign comprises a gallows style sign with 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 seven 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 at various points along the

footpath between the sales building and the entrance to the two show homes. The applicant describes these to be generally non-illuminated, but uplighters shown in the layout would be placed directly alongside five of these seven signs.

Sign F

- 2.7 This sign comprises aluminium panels each 2.5m wide and 1.5m high, three of which would be located on the rear close boarded fence adjoining the show homes and a further two to be 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 non-illuminated.

Signs G1 and G2

- 2.8 These signs comprise digital printed material of the development, home interiors and family scenes mounted to site hoardings 2.5m high to the northern and 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 J

- 2.9 This signage comprises digital printed window graphic logos and vinyl applied to the front glass to the sales building. These comprise grey text and logos. The applicant describes these to be non-illuminated.

Sign K

- 2.10 This signage comprises digital printed window graphic logos and vinyl applied to the front glass to the sales building. These comprise grey text and logos. The applicant describes these to be non-illuminated.

Marketing Suite Logo

- 2.11 This sign comprises aluminium fret cut lettering of 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. This sign will be non-illuminated.

Sign L

- 2.12 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 five of these adverts to be located along the Thorpe Road frontage of

the sales site. There would be three uplighters generally alongside giving an indirect illumination of these adverts in the site frontage.

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. More recently the site has been the subject of applications for re-development as follows:-

- 3.2 Application No. 09/00529/OUT

Outline Application to Provide Comprehensive Development of Approximately 330 Dwellings, Associated Infrastructure, New Vehicular Accesses onto Rectory Road, New On-Site Accesses and Road Network, Cycleway and Footpath Network, Public Open Spaces, Landscaping, Health Facilities and Local Amenities.

Permission refused 3 December 2009 and appeal dismissed 22 July 2010.

- 3.3 Application No. 11/00259/FUL

Demolish Existing Dwelling And Construct Development Of 176 Houses With Access Off Thorpe Road, Access Off Clement 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 refused 10 January 2012. Appeal allowed 30 August 2012, subject to the following condition:-

Condition 6:

Notwithstanding the provisions of Article 3, Schedule 2, Part 1, Class A of the Town and Country Planning (General Permitted Development) Order 1995 (including any Order revoking or re-enacting that Order, with or without modification) all first floor side windows shall be glazed in obscure glass and shall be of a design not capable of being opened below a height of 1.7m above first floor finished floor level and no alteration is to be made to that arrangements thereafter.

- 3.4 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 and to which the current application relates.

3.5 Application No. 13/00035/FUL

Application to vary condition No. 4 to application No. 12/00281/FUL for development of 176 dwellings approved on 17 December 2012 and (summarised) to vary those plots to which obscure glazing of side windows would otherwise be required in favour of two alternative conditions 4 and 4A.

Permission refused on the basis that the proposed alternative conditions would increase the number of clear glazed side windows leading to overlooking between adjoining occupiers unless the applicants accept revised condition 4R which adds to existing condition 4, a further 18 No. plots with outward facing side windows that need not be obscure glazed.

Decision delegated to Head of Planning and Transportation and awaiting consideration of the alternative condition by the applicant at the time of writing.

3.6 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.

3.7 Application No. 13/00035/ NMA

Application to Vary Condition no. 4 to Application No. 12/00381/FUL for Development of 176 Dwellings Approved on 17 December 2012 as Follows:-

3.8 Proposed Condition 4 to State:-

Notwithstanding the provisions of Article 3, Schedule 2, Part 1, Class A of the Town and Country Planning (General Permitted Development) Order 1995 (including any Order revoking or re-enacting that Order, with or without modification) all first floor windows facing back gardens and adjoining dwellings at plots 8, 10, 12, 19, 25, 37, 53, 57, 59, 65, 70, 110, 111, 114, 115 and 166, shall be glazed in obscure glass and shall be of a design not capable of being opened below a height of 1.7m above first floor finished floor level and no alteration is to be made to arrangement thereafter, unless otherwise agreed in writing by the Local Planning Authority. On the attached plan these are shaded in RED.

3.9 And Further Condition 4A to state:-

Notwithstanding the provisions of Article 3, Schedule 2, Part 1, Class A of the Town and Country Planning (General Permitted Development) Order 1995 (including any Order revoking or re-enacting that Order, with or without modification) all first floor side windows to plots 25, 66, 67, 68, 69, 75, 89, 90, 100, 105 and 174 shall be glazed in obscure glass and shall be of a design

not capable of being opened below a height of 1.7m above first floor finished floor level and no alteration is to be made to arrangement thereafter, unless otherwise agreed in writing by the Local Planning Authority. On the attached plan these are shaded in BLUE

Permission granted 30 April 2013, subject to variation of condition as follows:-

- 3.10 Notwithstanding the provisions of Article 3, Schedule 2, Part 1, Class A of the Town and Country Planning (General Permitted Development) Order 1995 (including any Order revoking or re-enacting that Order, with or without modification) all first floor side windows shall be glazed in obscure glass and shall be of a design not capable of being opened below a height of 1.7m above first floor finished floor level and no alteration is to be made to that arrangements thereafter. The exception shall be windows to the outward facing elevations of dwellings not facing the elevations of neighbouring housing to plots 1, 10, 12, 13, 14, 16, 17, 23, 29, 30, 36, 43,44, 46, 47, 52, 54, 60, 61, 62, 73, 75, 77, 78, 81, 86, 89, 91, 94, 98, 99, 102, 103, 104, 106, 107, 111, 112, 117, 121, 128, 129, 132, 136, 150, 153, 155, 159, 160, 161, 163, 165, 168, 169, 172, 173, 175 and 176, which can be clear glazed.

3.11 Application No. 13/00293/NMA

Application For Non-material Amendment following approval 12/00381/FUL to Substitute Single Garage Approved to Plot 45 to Double Garage Building Providing Single Garages Each to Plots 45 and 46.

Application considered to be material and refused 7 June 2013.

3.12 Application No. 13/00231/FUL

Construct single storey pitched roofed, part flat roofed sales building with associated parking

Permission granted 10 June 2013

3.13 Application No. 13/00309/FUL

Construct entrance piers.

Application pending.

3.14 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.

Application Pending.

4 CONSULTATIONS AND REPRESENTATIONS**Hawkwell Parish Council**

- 4.1 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

- 4.2 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.

Neighbour Representations

- 4.3 Two letters have been received from the following addresses:-

- Thorpe Road: 30
- Rectory Road: 298

And which in the main make the following comments and objections:-

- This sales centre is directly opposite our property. The existing flag poles, graphics and hoardings, which have already been erected on this site can be seen from the Main Road anyway.
- I could understand if this road was in a commercial area, but it is not. This is a residential area and we do not want any more signs as they would be nothing but an eyesore.
- I have seen many other new developments in other areas, which look pretty with lawns, trees, shrubs and flowers, open plan in design, which would be very pleasing to the area (as we have unfortunately got to put up with this not only for a month or two but continually until this development of houses are sold) so we say NO to any more flag poles and hoardings on this site.

- This was a pretty residential area, so green, so, as previously stated, living opposite we want open plan, pretty shrubs, trees, lawns and flowers making this sales centre aesthetically pleasing to the eye.
- We are having to endure noise, heavy traffic, disruption on a major scale, continuous dust and dirt where our houses and cars are suffering as a result and stress to the neighbours as we are all directly affected.
- Far too many flag poles and hoardings for the size of development.
- Flag poles too high and therefore overly visible by neighbouring properties.
- Unnecessary free advertising to the detriment of existing properties in the area.
- Adds no value to Hawkwell.
- Basically an eyesore.

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 require planning authorities to consider two matters when assessing applications for express consent to display advertisements. First, the impact of the proposed advertising material upon residential amenity and second, the impact of advertising material upon highway safety. The applicant has clarified that most of the signage proposed requires consent from the Local Planning Authority. The applicant considers that the seven sign E's would benefit from deemed consent but officers disagree because of the number of signs of this type exceeding one such board and, in the case of five of these signs, that a degree of illumination would be provided. It is clear therefore that each of the signs proposed requires permission from the Local Planning Authority.

Residential Amenity Issues

- 5.3 The sales building on the site was initially approved under application 13/109/FUL and for a period expiring on 17 April 2015. There is a revised application for the same building, but with minor modification pending consideration under application 13/00376/FUL and where in that new application the applicant seeks consent for two years. If allowed, that permission would take the duration of permission for the sales presence on

this part of the site to 20 August 2015. Whilst the sales building is expected to function a further two years or so, the applicant specifically requests consent for the signage to which this application relates, for only a period up to 1 August next year (2014). The impact upon residential amenity can therefore be considered in a short term context.

- 5.4 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.
- 5.5 Policy SAT9 to the Council's saved Local Plan (2006) requires that signage relate to the character of the buildings on which they are displayed, as well as the surrounding areas. Policy SAT11 to the Council's saved Local Plan (2006) seeks to control against a proliferation of advertisements on any one building or site.
- 5.6 The application is part retrospective. The main goal post sign (Sign A), that to the sales building (Signs J, K, and marketing suite logo) and the five flag poles and flags (Sign L) are each on site. The site of the sales building is tidy and well kept. The site frontage is, however, dominated by the presence of the existing signage to which the remainder proposed through the site would add significantly. The orientation of the signage would provide a series of messages and prompts to buyers alongside graphics. Sign A identifies the development whereas both signs B and B2 are near identical to sign A to differing size, but with different message. The hoardings to signs G and G2 although offering some mitigation from car headlights and disturbance to adjoining neighbouring property arising from the sales activity, would visually dominate the site frontage and the residential character of the area unreasonably. The five flag advertisements (Sign L) each repeat the developer name and corporate branding, duplicating the branding of sign A. The consequent effect is that the amount of signage proposed would result in a proliferation of advertising material on the site in conflict with Policy SAT11 to the Council's saved Local Plan (2006). Whilst it is accepted that there is a role for a degree of advertising material in identification and announcement of the site, the proposal is considered excessive and the applicant should favour the provision of much less advertising material on this site.

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. The use of hoardings, a great number of free standing signs, flags and graphics to fencing would be extensive and would result in a proliferation of such material against a backdrop of established residential homes that, notwithstanding the short term sought, would nonetheless detract from visual amenity and the character of the street such that permission should be withheld.

8 RECOMMENDATION

- 8.1 It is proposed that the Committee **RESOLVES** to **REFUSE** the application for the following reasons:-
1. The proposed signage would be extensive throughout that part of the site of four plots given over to the selling of the approved housing. The use of two hoardings, eleven free standing signs, five flags and graphics to fencing would be excessive resulting in a proliferation of advertising material on the site contrary to Policy SAT11 to the saved Rochford District Council Replacement Local Plan (2006). If allowed, the extent of advertising material proposed would detract from the character and appearance of the street to the detriment of the visual amenity nearby residents ought reasonably expect to enjoy.

STATEMENT

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal. Unfortunately, it has not been possible to resolve those matters within the timescale allocated for the determination of this planning application. However, the Local Planning Authority has clearly set out, within its report, the basis of the reasons for refusal which may lead to the submission of a more acceptable proposal in the future. The Local Planning Authority is willing to provide pre-application advice in respect of any future application for a revised development in line with the Council's pre-application advice service.



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 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.

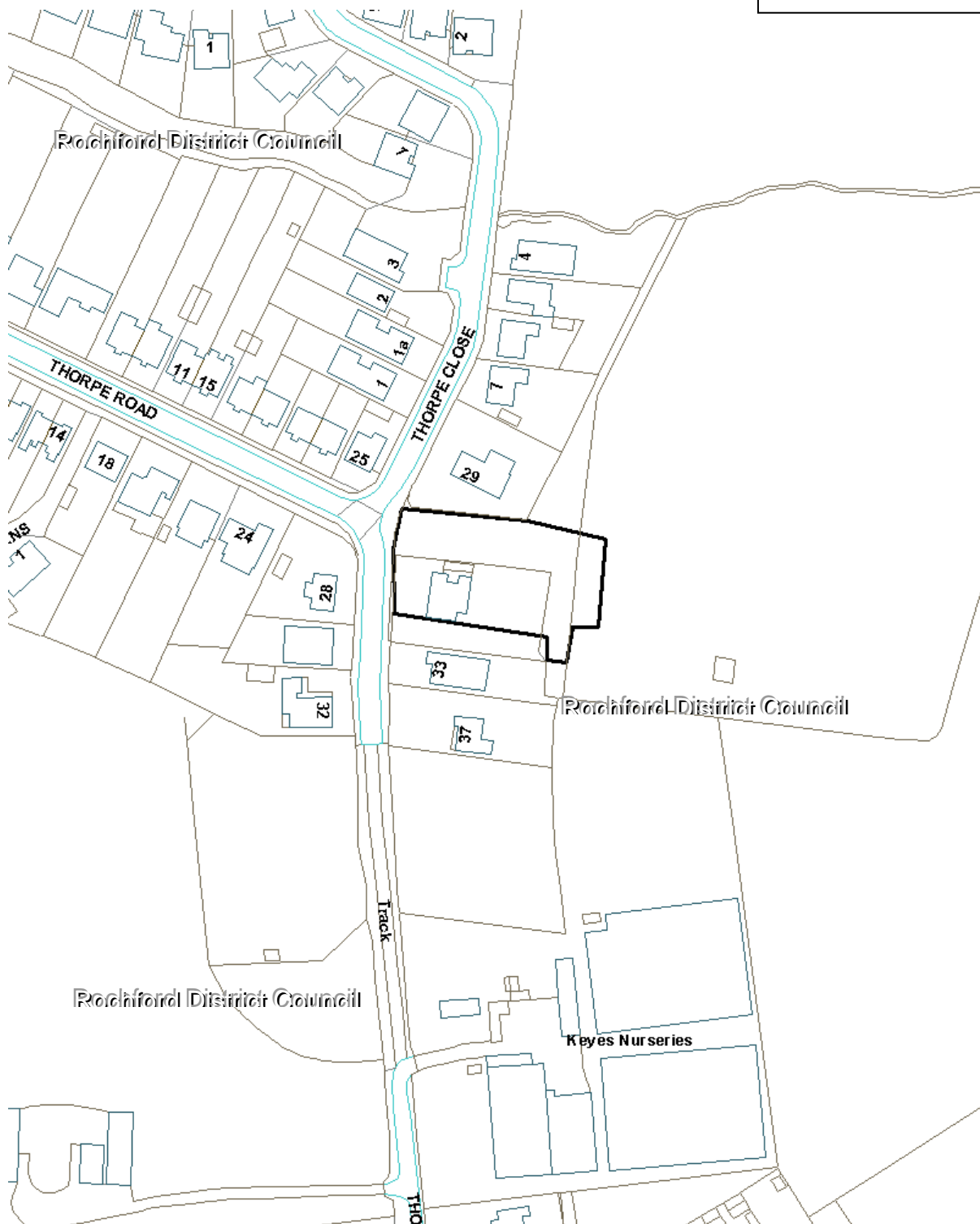
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