

Date of Meeting	05 February 2015
Application Number	14/09325/ADV
Site Address	Beehive Roundabout, Old Sarum, Salisbury, Wiltshire
Proposal	4 free standing non illuminated sponsorship signs
Applicant	Wiltshire Council
Town/Parish Council	Laverstock
Ward	Laverstock, Ford and Old Sarum
Grid Ref	414323 133212
Type of application	Advertisement Consent
Case Officer	James Taylor

Reason for the application being considered by Committee

This is a Wiltshire Council application and objections have been received; as such under the terms of the constitution the application must be referred to committee.

1. Purpose of Report

The purpose of this report is to set out the nature of the proposals, the relevant material considerations, the consultation responses and then in light of this provide a balanced assessment and recommendation to members and to consider the recommendation of the Area Development Manager (South) to **APPROVE the application, subject to conditions.**

2. Report Summary

This report sets out that this is an application for the erection of 4 non-illuminated advertisements on the Beehive roundabout to the north of Old Sarum, Salisbury; that the material considerations are public amenity and public safety only; that the site is located within an area of special landscape value; that the Parish Council objects and that 1 public letter of objection have been received; and that your officers are recommending the application for consent.

3. Site Description

The application site is a 4 junction roundabout to the north of Old Sarum, Salisbury. It is the junction of the A345, the C-classified Portway, and the entrance to the Park & Ride Terminal. The roundabout is landscaped with grass and a central area planted to trees. It is characterised in part by highway signage including illuminated chevron signs at each junction.

The immediate surroundings are landscaped highway verges laid to grass with highway signage and furniture. To the west it is relatively open and agricultural in character.

To the north east is a park and ride terminal facility with associated signage and paraphernalia. The site is located in a Special Landscape Area, designated as such

because it is an important landscape of county-wide significance. The site is within an area of special advertisement control.

4. Planning History

None

5. The Proposal

This is a proposal for 4 sponsorship signs on a roundabout north of Old Sarum, Salisbury. The signs would be sited adjacent to the highway chevron signs and be approximately 0.3 square metres in area; being 300mm in height and 1 metre in length. They would be 375mm above the ground so having an overall height of circa 675mm. The signs would be non-illuminated. The final details of the signs wording and colour is unknown.

This application is one of a number of such applications made by Wiltshire across the County in order to generate income for the Council. Wiltshire Council has come to an agreement with a firm whereby they will conduct the whole sales process and the income generated will be split of a 50/50 basis between them and Wiltshire Council. The money is not intended to necessarily improve the maintenance of each roundabout, but if there are any additional costs incurred in keeping the roundabout to the same level of maintenance- for instance an increase in costs due to the signs causing an obstruction to the Balfour Beatty technicians, this will be absorbed from the income generated.

6. Local Planning Policy

It is anticipated that the Wiltshire Core Strategy (WCS) will be made available for and adopted at the earliest convenient date in 2015. At that time the WCS will be afforded '*Full Weight*' in planning terms. In the light of its imminent adoption, it is Wiltshire Council's policy that for the purposes of delegated and committee reports "*very significant weight*" must be accorded to the Emerging Core Strategy.

Emerging Wiltshire Core Strategy Policy CP57 (eWCS)

Salisbury District Plan (2011) (local plan)

National Planning Policy Framework 2012 (NPPF)

National Planning Practice Guidance (PPG)

7. Summary of consultation responses

Lavistock & Ford Parish Council: Objection

- Distraction to drivers;
- Inappropriate promotion of just one energy provider; and
- Cumulative impact on city with other roundabouts proposed to have signage as well.

WC Highways: No objection.

8. Publicity

The application was advertised by way of a site notice. The public consultation raised 1 letter of objection:

- Adverse impact on street scene and unnecessary.

9. Planning Considerations

Principle of development.

Section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004 require that the determination of planning applications must be made in accordance with the Development Plan, unless material considerations indicate otherwise.

The local plan policy G11 on advertisements is no longer extant.

The emerging Wiltshire Core Strategy Policy CP57 states:

"Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through.....the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials".

The relevant national policy position on adverts is set out at paragraph 67 of the NPPF which states:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Paragraph 115 goes on to state that *"great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty."*

In principle the erection of signage is acceptable and it is the detailed matters of amenity and public safety that require further consideration.

Public amenity

The application site is within a landscape of County-wide significance. It is accepted that this is a consideration that needs to be given some weight. However due to the scale, siting and non-illuminated nature of the proposals within a relatively enclosed and evidently engineered environment then no harm would occur to the landscape.

The site is located a relatively large distance from the designated Grade II listed 'Bee Hive' and the Conservation Area, which lie to the south west given the scale and nature of development. Given the scale, siting and non-illuminated nature of the signs then it is assessed that no harm would occur to these designated heritage assets.

The site is within a designated Area of Special Advertisement Control; which is a long standing designation that has not be reviewed and covers virtually all rural and semi-rural locations in Wiltshire. Only very limited weight can be attached to this consideration and it is not of significant concern.

It is noted that there is no other permanent signage in the immediate locality other than the necessary highway signs and furniture. There would be no cumulative impact with other signage on the area's amenity.

The proposed signs would not cause significant harm to the amenity of the area including the cultural and heritage interests of the landscape and heritage assets.

Public safety

The application site is located on a road junction that includes A- and C-classified roads. The signs are considered to be relatively discrete and modest in size so as to avoid causing any significant distraction to drivers or pedestrians that are behaving in a reasonable fashion. There would be no illumination.

There is no other permanent signage in the immediate locality other than the necessary highway signs and furniture. There would be no cumulative impact with other signage on public safety.

Moreover it is noted that the highway officer raises no objection to the proposals; and given this the proposed signs would not cause significant harm to the public safety including the highways.

10. Conclusion (The Planning Balance)

Whilst the public objection and the Parish Council objections are noted; it is assessed that the proposals would cause no harm to the relevant considerations of amenity and public safety. As such the application must be recommended for consent.

Recommendation

That Advertisement Consent is granted subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan received on 3 December 2014 and
Sign Spec received on 26 September 2014.

REASON: For the avoidance of doubt and in the interests of proper planning.

- 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.

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.

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.

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.

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: To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 This consent shall expire at the end of the period of 5 years from the date of this Notice.

REASON: To comply with Regulations 14 (7) and (8) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

