

REPORT TO THE WESTERN AREA PLANNING COMMITTEE

Date of Meeting	06.07.2011		
Application Number	W/11/01201/ADV		
Site Address	Village Green Garage Ham Green Holt Wiltshire BA14 6PX		
Proposal	Two removable flags		
Applicant	Village Green Garage		
Town/Parish Council	Holt		
Electoral Division	Holt And Staverton	Unitary Member:	Trevor Carbin
Grid Ref	385924 161687		
Type of application	Advertisement		
Case Officer	Miss Jennifer Fivash	01225 770344 Ext 15297 jennifer.fivash@wiltshire.gov.uk	

Reason for the application being considered by Committee

Councillor Carbin has requested that this item be determined by Committee due to:

- * Visual impact upon the surrounding area

1. Purpose of Report

To consider the above application and to recommend that advertisement consent be granted.

Neighbourhood Responses

1 letter of support received. 1 letter of objection received. Comments relate to:

- Contrary to circular 03/2007
- Setting and Amenity of Listed Building
- Harm character of area

Holt Parish Council Response

Oppose as it is considered inappropriate to fly commercial flags in a sensitive conservation area.

2. Report Summary

The main issues to consider are:

- Amenity
- Highway Safety

3. Site Description

The application site contains a single storey car garage set within the Conservation Area and in the setting of 2 Grade II Listed Buildings. The building is single storey with a forecourt in front. The building faces onto the village green with the Listed Buildings located on either side of the application site.

4. Relevant Planning History

W/11/00636/FUL – Replace front elevation with glass sliding doors and timber cladding, timber clad side of showroom – Permission 14.04.2011

00/00285/ADV – Fascia showroom sign – Consent 20.03.2000

99/01771/FUL – Alterations and improvements to garage showroom façade – Permission 17.01.2000

5. Proposal

The application seeks advertisement consent for the erection of two flag poles in the forecourt of the garage. One of the flag poles would be located at the front of the site half a metre from the road. The other flag pole would be located on the side of the site 1.5 metres from the road. The flag poles would be removable and fixed into place under the tyres of the cars on show. The poles would be 4 metres in height with a flag advertising the garage. The flags would be white with the garage logo.

6. Planning Policy

Government Guidance
PPG19 Outdoor Advertisement Control

West Wiltshire District Plan First Alteration 2004
C24 Advertisements

7. Consultations

Holt Parish Council

Oppose as it is considered inappropriate to fly commercial flags in a sensitive conservation area.

Highways

No highway objection

Conservation Officer

Revise detail of application to black metal flag poles.

The application was advertised by site notice/press notice /neighbour notification.
Expiry date: 13 May 2011

Summary of points raised:

1 letter of support received. 1 letter of objection received. Comments relate to:

- Contrary to circular 03/2007
- Setting and Amenity of Listed Building
- Harm character of area

9. Planning Considerations

Amenity

The proposed flag poles and flags would not harm the amenity of the area. The poles would not harm the character of the Conservation area or the setting of the neighbouring grade II listed building due to the poles being removable and being painted black. This is a historic colour which would respect the historic character of the area and is therefore considered to be acceptable. A condition has been attached to this recommendation to ensure that the flag poles are black in colour and not white as originally proposed.

Highways

The Councils Highway Authority have commented that the proposed flag poles would not have an adverse affect on the highway.

Having regard to public safety the proposed poles would not harm the safety of the public due to their position within the site and are therefore considered to be acceptable.

Conclusion

The proposal complies with policy and advertisement consent should be granted subject to conditions.

Recommendation: Consent

For the following reason(s):

The proposed development conforms to the Development Plan and there are no objections to it on planning grounds.

Subject to the following condition(s):

- 1 The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

- 2 Notwithstanding the submitted details the proposed flag poles shall be painted black and shall be maintain as such thereafter.

REASON: To define the terms of this consent

- 3 The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans:

Site Location Plan received on 6 April 2011
Site Location received on 31 March 2011
Existing Forecourt Plan received on 6 April 2011
Proposed Forecourt Plan received on 31 March 2011
Full Forecourt Plan Proposed received on 31 March 2011

Reason: To ensure that the development is carried out in accordance with the approved plans that have been judged to be acceptable by the local planning authority.

Appendices:	
Background Documents Used in the Preparation of this Report:	