

REPORT TO THE WESTERN AREA PLANNING COMMITTEE

Date of Meeting	17.08.2011		
Application Number	W/11/01672/ADV		
Site Address	County Hall Bythesea Road Trowbridge Wiltshire BA14 8JN		
Proposal	2 Hoardings		
Applicant	Wiltshire Council / Mark Butt		
Town/Parish Council	Trowbridge		
Electoral Division	Trowbridge Central	Unitary Member:	John Knight
Grid Ref	385428 157571		
Type of application	Advertisement		
Case Officer	Mr Matthew Perks	01225 770344 Ext 15207 matthew.perks@wiltshire.gov.uk	

Reason for the application being considered by Committee

This is an application on behalf of the Wiltshire Council and a material objection has been received from the Trowbridge Town Council. In these circumstances under the scheme of delegation adopted on 12 July 2011 the matter must be referred to Committee.

1. Purpose of Report

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

Neighbourhood Responses

None

Parish/Town Council Response

The Trowbridge Town Council objects to the proposal.

2. Report Summary

Since this is an application for consent to display advertisements, the only issues to consider relate to highway safety and amenity.

3. Site Description

The adverts would be located on a portion of the screening boundary to the refurbishment/re-development of County Hall in Trowbridge. Development is ongoing and blank screening hoardings are already in place.

4. Relevant Planning History

W/10/03933/REG3: Extension and remodelling of County Hall to consolidate Library services and Registry Office into the main campus: Permission : 06.04.2011

5. Proposal

This is an application for consent for panel signs to the boundary hoarding that screens the re-development of County Hall. The signs contain brief County promotional messages on solid coloured blocks under the Wiltshire Council logo, interspersed with full-panel colour photographs showing community/family scenes. The contractor name and site information and warning signs would occupy one-and-a-half panels. A total of nineteen-and-a-half 2.4m wide panels (including the "Transforming Trowbridge logo - see below) would be installed. The signs would all be within the limits of the existing hoarding boards, to a maximum height of 2.4m over the length between the intersection of the screening with the County Hall building on the western side of the redevelopment area and approximately half way across the staff car park frontage, a total run of approximately 48m, following the curvature of the hoarding. No illumination is proposed.

6. Planning Policy

West Wiltshire District Plan 1st Alteration (2004)

C24 Advertisements

National guidance

PPG19: Outdoor Advertisement Control

7. Consultations

Town/ Parish council

The Trowbridge Town Council has objected due to the content of the signs (lacking a relationship to the activity on site) and their "demonstrating insensitivity at a time of cuts". The Council is also of the view that this is a significant development and the "Transforming Trowbridge" logo should have been incorporated.

Highways

No objection

8. Publicity

The application was advertised by site notice.

Expiry date: 15.07.2011

No responses were received.

9. Planning Considerations

The proposed signage would be of a temporary nature advertising the County Hall re-development.

In noting the Trowbridge Town Council comments the applicants were approached and agreed to attach an additional "Transforming Trowbridge" logo. On the issue of the objection to the other content, consideration can only be given to highway safety and amenity. Sensitivity to current economic conditions is not considered to affect these factors.

The hoardings are not considered to be potentially harmful to amenity in this setting, where they would aesthetically enhance what are essentially featureless site boundary blank screens. No illumination is proposed, and highway officers are satisfied with the proposals.

Consent is recommended.

Although a 5 year period is being applied for, the signs would be temporary in the sense that they would be removed upon completion of the works. It is considered that a condition to this effect should be imposed.

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 advertisements permitted by this consent shall not be displayed on the site after the date of completion of operations being undertaken under Planning Permission granted under Reference W/10/03933/REG3 or after 1 August 2016, whichever first occurs.

REASON: To ensure that the advertisements are removed at end of the limited period specified, in the interests of amenity and/or public safety.

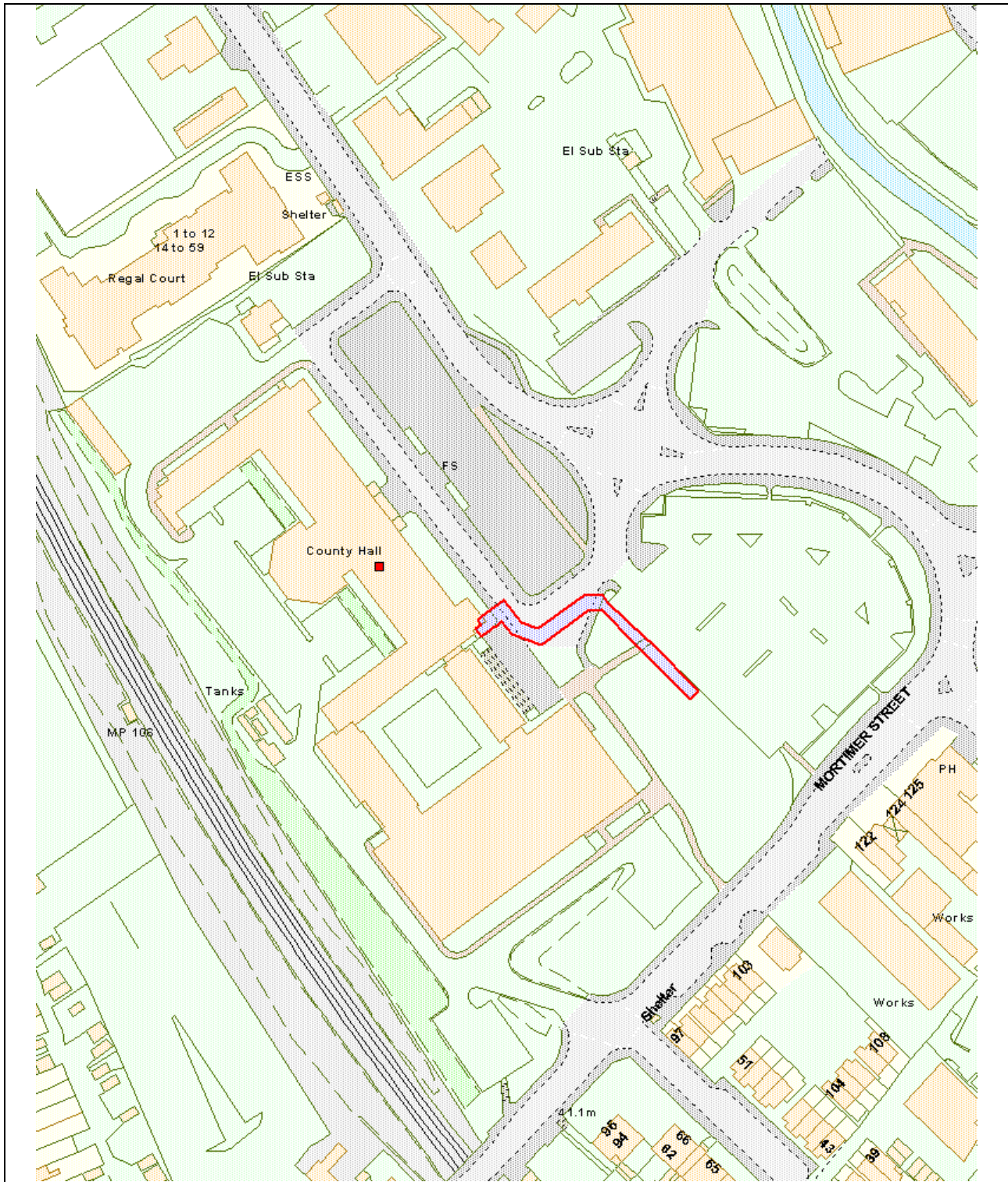
West Wiltshire District Plan 1st Alteration 2004 - POLICY: C24

- 2 The proposals shall be carried out in accordance with the following approved plans:

31405_P(0)020 received on 31 May 2011;
31405_P(0)022 received on 31 May 2011;
31405_P(0)045 received on 31 May 2011, as amended to include an additional panel containing the "Transforming Trowbridge" logo above the "Kier" logo in accordance with the plan attached to email Ref. 31405_C01_110712_County Hall Hoarding dated 12 July 2011.

REASON: In order to define the terms of this permission.

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



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