

<b>Date of Meeting</b>	29 January 2015
<b>Application Number</b>	14/09307/ADV
<b>Site Address</b>	Roundabout South of 248 High Street, Burbage SN8 3AR
<b>Proposal</b>	5 free standing non illuminated sponsorship signs
<b>Applicant</b>	Wiltshire Council
<b>Town/Parish Council</b>	BURBAGE
<b>Division</b>	BURBAGE AND THE BEDWYNS
<b>Grid Ref</b>	423055 160738
<b>Type of application</b>	Full Planning
<b>Case Officer</b>	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, and the consultation responses and then in light of this provide a balanced assessment and recommendation to members.

#### **2. Report Summary**

This report sets out that this is an application for the erection of 5 non-illuminated advertisements on a roundabout to the south of Burbage, Wiltshire; that the material considerations are public amenity and public safety only; that the site is located within an area of outstanding natural beauty; that Burbage Parish Council objects and that 9 public letters of objection have been received.

#### **3. Site Description**

The application site is a 5 junction roundabout to the south of Burbage, Wiltshire. It is the junction of the A338, A346 Burbage bypass, B3087 and the C-classified Burbage High Street. 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. The whole roundabout including the highway has a sense of enclosure from established tree planting.

To the north is a petrol station with associated signage. The site is on the southern periphery of Burbage.

#### **4. Planning History**

K/85/1028 - Burbage bypass

## 5. The Proposal

This is a proposal for 5 sponsorship signs on a roundabout south of Burbage, Wiltshire. 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.

## 6. Local Planning Policy

It is anticipated that the Wiltshire Core Strategy (WCS) will be adopted by the date of this meeting (adoption is scheduled for January 20<sup>th</sup> 2015). At that time the WCS will be afforded 'Full Weight' in planning terms and will largely replace the policies of the Kennet Local Plan 2011.

Wiltshire Core Strategy Policy CP57 (WCS)

National Planning Policy Framework 2012 (NPPF)

Planning Practice Guidance (PPG)

## 7. Summary of consultation responses

**Burbage Parish Council:** Objection.

*"The full Burbage Parish Council considered the proposal at an open committee meeting on 27 Oct 14. The Council understand the need for Wiltshire Council to explore means of fund raising, particularly with impending, but not yet confirmed, budget cuts. Burbage Parish Council considers the proposal inappropriate for this rural location. The advertisements/sponsorship signs on the roundabout would spoil the site. Together with mandatory direction signs, the roundabout would be cluttered with street paraphernalia. The effect would be to damage first impressions for visitors to a village nominated as Wiltshire's Best Kept village in 2013. The advertisement/sponsorship signs are not wanted in Burbage and Burbage Parish Council Objects to the Proposal."*

**Wiltshire Council Highways:** No objection.

*"The signs sit next to the existing instructional signage as such they will not interfere with visibility. They are unlit and of a size which should not cause a distraction to passing drivers. As such I am happy to offer no highway objection."*

## 8. Publicity

The application was advertised by way of a site notice. The public consultation raised 9 letters of objection:

- These signs will be a visual eyesore in a rural location, more suited to towns.
- Detriment to an attractive village.
- They would also distract drivers, who else are they aimed at?
- Highway safety hazard
- Obstruct views of cyclists
- The applicant gives no justification for the application.
- Loss of flowers in spring.
- Further proliferation of adverts.
- Cumulative impact with other adverts.
- Existing lights are dangerous and a waste of money.
- If this is a revenue generating exercise then a wider debate should be had about the appropriateness of such an activity.

## **9. Planning Considerations**

### **9.1 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 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 only that require further consideration.

### **9.2 Public amenity**

The application site is within a nationally important landscape – the designated North Wessex Downs Area of Outstanding Natural Beauty. It is accepted that this is a consideration that needs to be given *great weight*. However due to the small scale, siting and non-illuminated nature of the proposals within an enclosed and evidently engineered environment then no harm would occur to the local landscape.

The roundabout lies outside and to the south of the Burbage Conservation Area. Given the small scale, siting and non-illuminated nature of the signs then it is assessed that no harm would occur to this designated heritage asset.

Whilst the signage at the petrol garage to the north is noted and relatively prominent 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.

Due to their small size and location on an engineered roundabout, the proposed signs would not cause significant harm to the amenity of the area including the cultural and heritage interests of the landscape and conservation area.

### **9.3 Public safety**

The application site is located on a road junction that includes A; B; and C-classified roads. The signage is 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.

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 public safety including the highways.

### **10. Conclusion**

Whilst the public objections 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 is recommended for consent.

### **RECOMMENDATION**

#### **Grant advertisement consent, 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 26 September 2014; Block Plan received on 17 October 2014; and Sign Spec received on 26 September 2014.

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

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.

2. 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.

3. 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.

4. 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.

5. 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 (2-5): To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.