

Committee Report

Item No: 7D

Reference: DC/22/00349

Case Officer: Gemma Walker

Ward: Stow Thorney.

Ward Member/s: Cllr Terence Carter and Cllr Dave Muller.

RECOMMENDATION – GRANT ADVERTISMENT CONSENT WITH CONDITIONS

Description of Development

Application for Advertisement Consent - Erection of 2No illuminated totem signs.

Location

Gateway 14, Land Between The A1120 And A14, Creting St Peter, Stowmarket, Suffolk

Expiry Date: 19/03/2022

Application Type: ADV - Advertisement

Development Type: Advertisement

Applicant: Gateway 14 Limited

Agent: Miss Hannah Walker, Avison Young

Parish: Creting St Peter

Details of Previous Committee / Resolutions and any member site visit: None

Has a Committee Call In request been received from a Council Member

(Appendix 1): No

Has the application been subject to Pre-Application Advice: No

PART ONE – REASON FOR REFERENCE TO COMMITTEE

The application is referred to committee for the following reason/s:

The application is referred to committee as the applicant is Gateway 14 Ltd, owned by the District Council.

PART TWO – POLICIES AND CONSULTATION SUMMARY

Summary of Policies

FC01 - Presumption In Favour Of Sustainable Development

FC01_1 - Mid Suffolk Approach To Delivering Sustainable Development

SB02 - Development appropriate to its setting

GP01 - Design and layout of development
H16- Protecting Existing Residential Amenity
H17- Keeping Residential Amenity away from Pollution
T10 - Highway Considerations in Development
SAAP - Stowmarket Area Action Plan
NPPF - National Planning Policy Framework
NPPG-National Planning Policy Guidance

Neighbourhood Plan Status

This application site is not within a Neighbourhood Plan Area, falling instead within the Stowmarket Area Action Plan as noted above.

There is also the Mill Lane Development Brief which provides detailed guidance in respect of the site.

In respect of lighting paragraph 5.7.3 notes:

“Lighting for the new highway network installed by the developer will be designed to minimise any deleterious impact on residential areas. The developer will liaise with the Highways Authority and the local planning authority to produce an adoptable specification having explored options for column height, bulb selection, directional shielding and control equipment.”

Consultations and Representations

During the course of the application Consultation and Representations from third parties have been received. These are summarised below.

A: Summary of Consultations

Town/Parish Council (Appendix 3)

Stowmarket Town Council

No objection

(Creting St Peter and Stowupland Parish Councils were also consulted but no reply received)

National Consultee (Appendix 4)

N/A

County Council Responses (Appendix 5)

SCC Highways

Raise no objection, subject to conditions:

Maximum luminance from the sign number or reference totem signs shall not exceed 600 candela/m²

Reason: In the interests of highway safety and to avoid disability or discomfort glare for either pedestrians or motorists.

Internal Consultee Responses (Appendix 6)

Environmental Health – Noise/Odour/Light/Smoke

No objection as I can see the proposed levels do not exceed 600cdm² in line with the professional lighting guide.

I would ask that the following is conditioned:

The totem lighting shall be installed as described in the supporting plan 20012-FSA-XX-XX-DRA-2130 P01 and maintained throughout the lifetime of the development so that there is no flicker or unnecessary glare and to ensure that the levels emitted do not exceed 600cdm².

The totems shall not be altered or repositioned without the submission of detail to and the prior consent of the LPA.

B: Representations

At the time of writing this report at least 0 letters/emails/online comments have been received.

PLANNING HISTORY

REF: DC/21/00407

Hybrid Application for the phased employment-led redevelopment of Land at Mill Lane, Stowmarket (Gateway 14) including: Full Planning for site enabling works phase comprising, ground remodelling, utility diversions, installation of framework landscaping, creation of new footpath links, installation of primary substation, highways works including stopping up of Mill Lane, new all modes link from the A1120 Cedars Link to Mill Lane, new footway cycleway over the existing A1120 overbridge, installation of toucan crossing on the A1120 Cedars Link, footpath connection to the Gipping Valley Way, foul and surface water drainage infrastructure, outfalls and associated works: Outline Planning Permission (all matters reserved, except for access) for the erection of buildings comprising employment and commercial use, open space and landscaping, car and cycle parking,

DECISION: GTD
05.11.2021

highway works, and other associated works (additional plans, documents and EIA information received 08/04/2021) and subsequent ES addendum letter received 17th June 2021.

REF: DC/20/03246	Request for formal Environmental Impact Assessment (EIA) Scoping Opinion	DECISION: EIA 04.09.2020
REF: DC/21/06157	Discharge of conditions application for DC/21/00407 - Condition 70 (Method Statement for Shepherd's Needle), Condition 71 (Skylark Mitigation Strategy)	DECISION: GTD 14.12.2021
REF: DC/21/06624	Discharge of Conditions Application for DC/21/00407- Condition 58 (Phasing Plan)	DECISION: GTD 24.02.2022
REF: DC/21/06726	Discharge of Conditions Application for DC/21/00407- Condition 66 (CEMP Noise)	DECISION: PCO
REF: DC/21/06727	Discharge of Conditions Application for DC/21/00407- Condition 67 (CEMP Landscape)	DECISION: GTD 22.02.2022
REF: DC/21/06728	Discharge of Conditions Application for DC/21/00407- Condition 68 (Construction Environmental Management Plan)	DECISION: PCO
REF: DC/22/00146	Discharge of Conditions Application for DC/21/00407- Condition 64 (Construction Management Plan)	DECISION: GTD 22.02.2022
REF: DC/22/00191	Discharge of Conditions Application for DC/21/00407- Condition 62 (Construction Surface Water Management Plan)	DECISION: GTD 04.03.2022
REF: DC/22/00352	Discharge of Conditions Application for DC/21/00407- Condition 72 (Landscape Management Plan) and Condition 73 (Landscape and Ecological Management Plan)	DECISION: PCO
REF: DC/22/00353	Discharge of Conditions Application for DC/21/00407- Condition 76 (Archaeological Scheme of Investigation)	DECISION: PCO

REF: DC/22/00711	Discharge of Conditions Application for DC/21/00407- Condition 80 (Control of Pollution)	DECISION: GTD 24.02.2022
REF: DC/22/01149	Application for a Non Material Amendment following grant of DC/21/00407 - Amendment to Condition 49, please see cover letter prepared by Avison Young.	DECISION: PCO
REF: 1041/16	Construction of 'Link Road' access between Phase 1 and Phase 2 of The Stowmarket Business & Enterprise Park	DECISION: DIS 23.11.2021
REF: 0371/15	The Planning Application format is a hybrid application seeking: 1) Outline planning permission to establish the principle for employment development on 58ha, Mill Lane, Creeping St Peter in accordance with SAAP Policies and the adopted Development Brief; with 2) Full planning permission for access (and associated sustainable urban drainage), and structural landscaping at Mill Lane, Creeping St Peter	DECISION: GTD 20.06.2018
REF: 3675/14	Business park development	DECISION: EIA 24.11.2014
REF: 2627/14	Request for a scoping opinion for a Business Park development.	DECISION: EIA 11.12.2014
REF: 0556/93	EARTHWORKS AND INFRASTRUCTURE WORKS; LANDSCAPING (INCLUDING SURFACE WATER BALANCING POND AND PUMPING STATION FOR FOUL SEWAGE).	DECISION: GTD 13.10.1993
REF: 0880/91/	PROPOSED ROUNDABOUT AND ASSOCIATED ROADWORKS.	DECISION: GTD 11.12.1991
REF: DC/18/05043	Application for Advertisement Consent - Erection of signage advertising new industrial/distribution units on available 70 acres	DECISION: REF 18.01.2019
REF: DC/19/01840	Application for Advertisement Consent - Erection of signage advertising new	DECISION: GTD 17.05.2019

industrial/distribution units on available
70 acres (re-submission of refused
application DC/18/05353)

REF: 0474/17

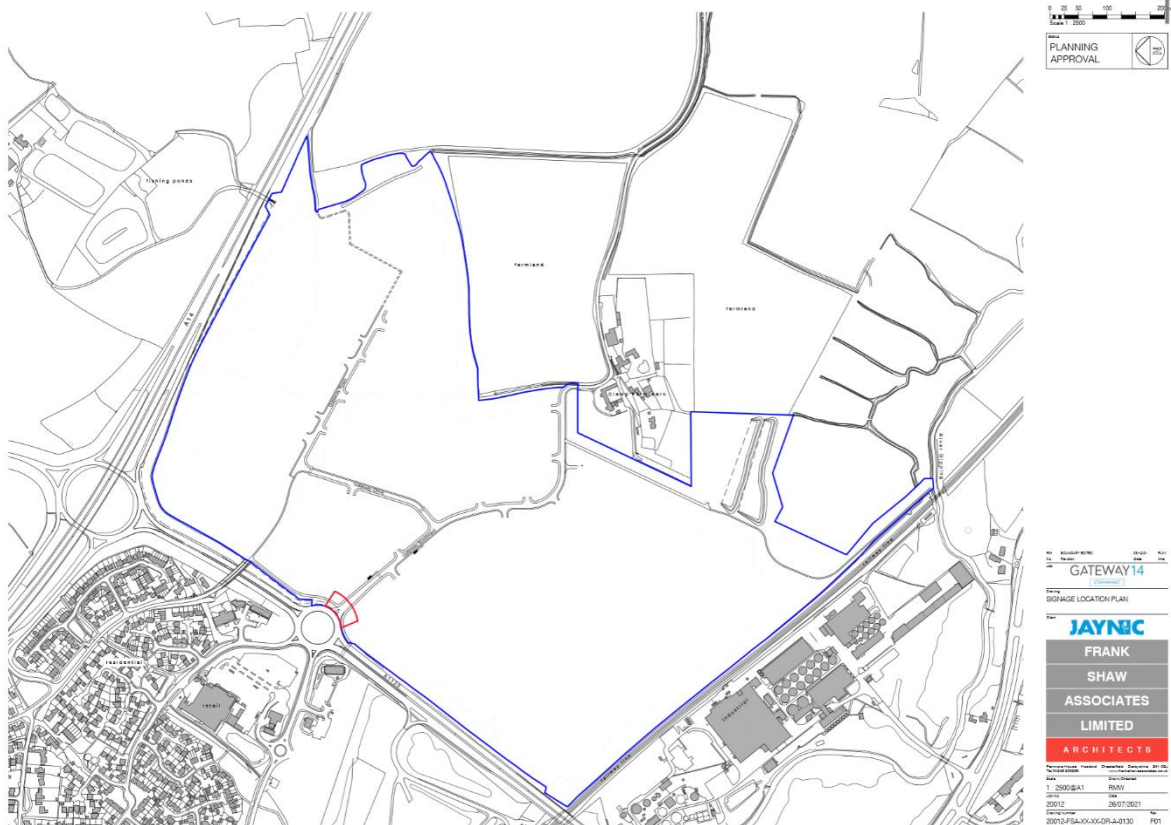
Screening Opinion in accordance with
Regulation 5 of the Town & Country
Planning (Environmental Impact
Assessment) Regulations 2011 for a
proposed commercial development at
Land at Phase 2 of the Stowmarket
Business & Enterprise Park, Mill Lane,
Stowmarket

DECISION: EIA
03.03.2017

PART THREE – ASSESSMENT OF APPLICATION

1. The Site and Surroundings

1.1 The application site forms an area of land adjacent to the roundabout on the A1120, on land with outline consent for employment land use and full consent for the access road, initial infrastructure, landscaping under DC/21/00407. The pre-commencement conditions for the initial phase are in the process of being discharged, with commencement expected following the final discharge of these.



2. The Proposal

2.1 The proposal is for the erection of 2 illuminated totem signs at the entrance to the Gateway 14 site, from the existing roundabout at the A1120 entrance to the site. The signs would be located either side of this new entrance.



3. The Principle Of Development

3.1 As an advertisement application, the two key considerations are: public safety and amenity.

3.2 With regards to public safety, both SCC Highways and Environmental Health have been consulted, and neither raise objection, subject to conditions to ensure that the light level is controlled and the signs maintained to ensure that there is no flicker or unnecessary glare.

3.3 The signs are located within the site, with sufficient space around them for maintenance and would not affect the highway or footpath.

3.4 With regards to amenity the application site is located adjacent to the existing roundabout which serves a mixture of residential and commercial properties, with a Tesco store, McDonalds and Costa Coffee on the opposite side of the roundabout.

3.5 Whilst the site itself is open countryside consent exists for the change of use for employment use, along with an entrance roadway at the location of the proposed signs. The proposed sign advertises this, so whilst to some degree it currently is in an open area, given

the consents, and in particular subsequent discharge of condition, and the aim of the signage, this is not considered unacceptable.

3.5 The proposed totem signs are each 2m in width, 6m in height and 0.2m in depth. The size of the totem is not considered to be overly large given the entrance to the site that is proposed. The design and colouring is clear and straightforward providing clear information. The proposal is not considered to have an unacceptable impact on visual amenity, and along with the proposed design and colouring would not be unacceptable, or result in significant detrimental impacts to consider refusal.

3.6 The proposed totems are to be lit, via internal illumination. As noted above neither SCC Highways nor Environmental Health raise objection in this regard, subject to conditions. Whilst the site is currently open, noting the imminent commencement of development and the surrounding area with existing commercial signage this is not considered to be unacceptable.

4. Residential Amenity

4.1 The proposed sign is located away from residential properties and is not considered to risk harm in this regard.

5. Other Matters

5.1 Regulation 9(5) of the Conservation of Habitats and Species Regulations 2010 (Implemented 1st April 2010) provides that all "competent authorities" (public bodies) to "have regard to the Habitats Directive in the exercise of its functions." It has been considered that no criminal offence under the 2010 Regulations against any European Protected Species is likely to be committed, and that the proposal would not be unacceptable in this regard.

PART FOUR – CONCLUSION

6. Planning Balance and Conclusion

6.1. The proposed advertisement is in relation to proposed development with existing planning consent and would not be intrusive visually, or cause harm to public safety to consider refusal.

RECOMMENDATION

That the application is GRANTED advertisement consent

(1) That the Chief Planning Officer be authorised to GRANT advertisement consent subject to conditions as summarised below and those as may be deemed necessary by the Chief Planning Officer:

1. Advertisement time limit
2. Approved plans
3. Illumination restriction as SCC Highways and Environmental Health
4. Standard advertisement conditions 1-5 to control safety, visual amenity, maintenance and remediation on removal.

(2) And the following informative notes as summarised and those as may be deemed necessary:

- SCC Highways notes