

Committee Report

Item No: 8E

Reference: DC/21/03406

Case Officer: Daniel Cameron

Ward: Bacton

Ward Member/s: Cllr Andrew Mellen

RECOMMENDATION – GRANT ADVERTISEMENT CONSENT WITH CONDITIONS

Description of Development

Application for consent to display an Advertisement(s) - Installation of 2no. flags and 1no. post mounted sign.

Location

Land South Of, Pretyman Avenue, Bacton, Suffolk

Expiry Date: 28/02/2022

Application Type: ADV - Advertisement

Development Type: Advertisement

Applicant: Bellway Eastern Counties

Agent: Strutt & Parker

Parish: Bacton

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 land on which the signage is to be sited on is owned by Mid Suffolk District Council.

PART TWO – POLICIES AND CONSULTATION SUMMARY

Summary of Policies

NPPF - National Planning Policy Framework

NPPG-National Planning Policy Guidance

FC01 - Presumption In Favour Of Sustainable Development

CLASSIFICATION: Official

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

Neighbourhood Plan Status

This application site is within a Neighbourhood Plan Area.

The Bacton Neighbourhood Plan is currently at:-

Stage 2: Preparing a draft neighbourhood plan

Accordingly, the Neighbourhood Plan has no material weight to apply to planning decisions.

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)

Bacton Parish Clerk

No objection subject to clarification on location of the signage.

National Consultee (Appendix 4)

N/A

County Council Responses (Appendix 5)

SCC - Rights of Way Department

No objection, however, other legal requirements relating to public rights of way are noted.

SCC - Highways

No objection.

Internal Consultee Responses (Appendix 6)

Contract And Asset Management Team

No response although email correspondence between the applicants and the Contract and Asset Management Team has been provided noting that they were happy to agree to the location of the signage on Mid Suffolk owned land.

B: Representations

At the time of writing this report no third-party representations have been received in response to this application. A verbal update shall be provided as necessary.

PLANNING HISTORY

REF: DC/18/05514	Outline Planning Application (some matters reserved) Residential development of up to 85 dwellings and access, siting for a new community building including an independent access, and a children's play area.	DECISION: GTD 12.06.2020
REF: DC/21/03292	Planning Application - Erection of 85no dwellings (including 30no Affordable Housing dwellings) including vehicular access from Birch Avenue, open space provision, community facility provision, soft landscaping, biodiversity enhancements, SuDS and parking provision	DECISION: GTD 31.03.2022
REF: DC/22/01944	Discharge of Condition Application for DC/21/03292- Condition 15 (Fire Hydrants)	DECISION: GTD 12.05.2022
REF: DC/22/01945	Discharge of Conditions Application for DC/21/03292- Condition 9 (Cycle Storage and Electric Vehicle Charging)	DECISION: GTD 25.07.2022
REF: DC/22/01946	Discharge of Conditions Application for DC/21/03292- Condition 17 (Construction Environmental Management Plan)	DECISION: GTD 06.06.2022
REF: DC/22/01993	Discharge of Conditions Application for DC/21/03292- Condition 6 (Provision of Roads and Footpaths)	DECISION: GTD 09.06.2022
REF: DC/22/02060	Discharge of Conditions Application for DC/21/03292- Condition 3 (Agreement of Materials)	DECISION: REF 15.06.2022
REF: DC/22/02312	Discharge of Conditions Application for DC/21/03292- Condition 21 (Construction Management Plan)	DECISION: GTD 29.06.2022
REF: DC/22/02313	Discharge of Conditions Application for DC/21/03292 - Condition 16 (Skylark Mitigation Strategy) and Condition 22 (Biodiversity Enhancement Strategy)	DECISION: GTD 23.06.2022
REF: DC/22/02399	Application for a Non Material Amendment relating to DC/21/03292 - Replace approved larch lap fencing to close boarded fencing.	DECISION: GTD 12.05.2022

REF: DC/22/02744	Discharge of Conditions Application for DC/21/03292 - Condition 23 (Biodiversity Lighting Scheme)	DECISION: GTD 21.07.2022
REF: DC/22/02844	Discharge of Conditions Application for DC/21/03292 - Condition 24 (Cycle Link)	DECISION: GTD 12.08.2022
REF: DC/22/02883	Application for confirmation of compliance with a Section 106 Planning Obligation - Open Space Scheme obligation in Schedule 2, Part 1, 1.1 of legal agreement dated 23 March 2022 relating to DC/21/03292.	DECISION: GTD 04.08.2022
REF: DC/22/03224	Discharge of Conditions Application for DC/21/03292 - Condition 3 (Agreement of Materials)	DECISION: REF 19.08.2022
REF: DC/22/03413	Confirmation of compliance with S106 legal agreement relating to DC/21/03292 Part 1, Clause 1.3 to agree identity of registered provider.	DECISION: GTD 27.07.2022
REF: DC/22/03627	Discharge of Conditions Application for DC/21/03292 - Condition 26 (Northern Boundary Treatment)	DECISION: PCO
REF: DC/22/03871	Discharge of Conditions Application for DC/21/03292 - Condition 11 (Residents Travel Pack - Travel Plan)	DECISION: GTD 19.08.2022
REF: DC/22/04062	Application for a Non Material Amendment relating to DC/21/03292 - Correction of errors in approved plan numbers	DECISION: GTD 07.09.2022
REF: DC/22/04174	Discharge of Conditions Application for DC/21/03292 - Condition 21 (Construction Management Plan)	DECISION: PCO
REF: DC/22/04359	Discharge of Conditions Application for DC/21/03292- Condition 3 (Agreement of Materials)	DECISION: PCO

PART THREE – ASSESSMENT OF APPLICATION

1. The Site and Surroundings

- 1.1 The site is located at the entrance of the Bellway housing development located to the south of Pretyman Avenue, Bacton. Outline planning permission was granted by Development Control Committee under reference DC/18/05514 and then full planning permission was granted by

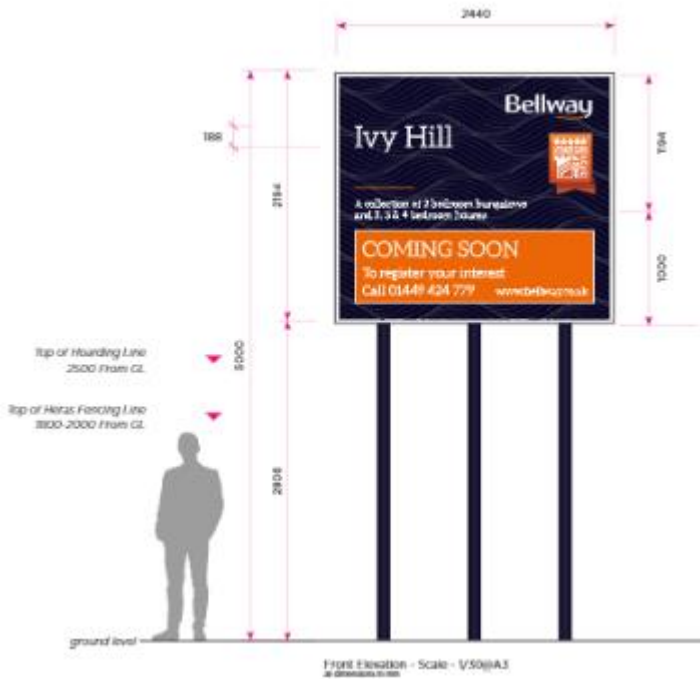
Development Control under reference DC/21/03292. 85 dwellings are to be built out on the site. From the planning history set out above it is clear that the pre-commencement conditions pertaining to the full application are being discharged ahead of development.

2. The Proposal

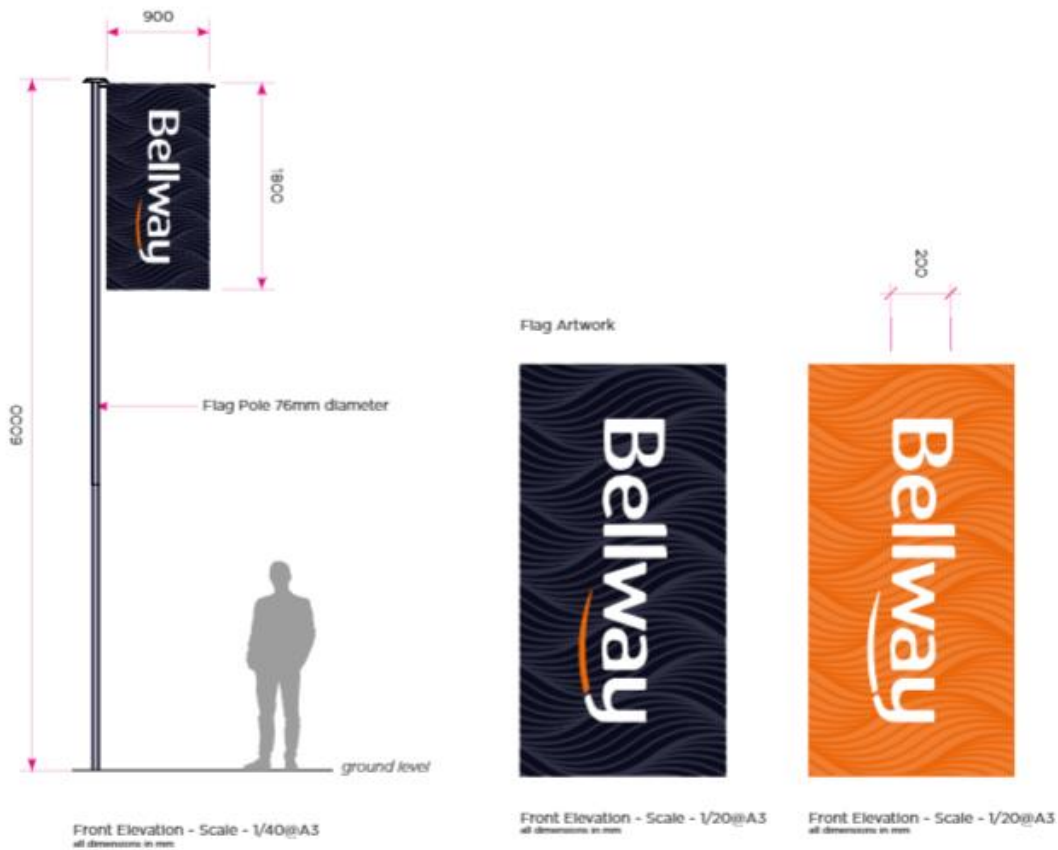
- 2.1 This application proposes the installation of two mounted flags and one post sign to be erected close to the site entrance from Pretzman Avenue and as shown within the plan below. 'A' denotes the position of the proposed post sign while the 'B' denotes the position of the proposed flags and flagpoles. The advertisements would flank the entrance to the development, giving it a sense of arrival and highlighting its position to visitors.



- 2.2 The proposed post sign stands 5m high and 2.4m wide. It contains Bellway's corporate livery and identifies the forthcoming development on site. An example is shown in more detail below.



2.3 The two flags are proposed to flank the post sign. One it to be coloured navy blue and the other is to be orange. The flag poles stand 6m high and the flags themselves measure 1.8m high and 900mm wide. They are shown in the image below.



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, SCC Highways have been consulted, and raise no objection. The signage is not to be illuminated and would not impinge on the safety of persons using the highway. Their positioning would not obscure or hinder the interpretation of traffic signage and would also not hinder the operation of any device used for security or surveillance.
- 3.3 The signs are located within land immediately adjacent to the site, with sufficient space around them for maintenance.
- 3.4 With regards to amenity the application site is located adjacent to the existing residential development and close to the proposed community facility and area of open space. It is not considered that the character of the area would be adversely affected by the proposed signage and the signage is not to be illuminated.
- 3.5 In conclusion, the proposal is not considered to have an unacceptable impact on visual amenity and would not result in significant detrimental impacts to public safety to consider refusal.

4. Impact on Residential Amenity

- 4.1 The proposed signage is not to be illuminated and would be set away from the residential development adjacent to the site. Moreover, it would not be a permanent fixture within the streetscene as it will likely be removed once the development is completed, and a condition is proposed to secure this. It is not considered that the application risks adverse harm to the amenity of the residents.

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 to amenity, 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:**
 - Advertisement time limit
 - Approved plans
 - Standard advert conditions (requiring that the signage is erected with landowner permission, does not harm amenity or block traffic signage, is maintained in good condition, does not create a public safety hazard and that the site is returned to its original condition once removed.
 - Time period for display (tied to residential development being undertaken)

- (2) And the following informative notes as summarised and those as may be deemed necessary:**
 - Standard pro-active working statement
 - SCC Highways/Public Rights of Way note