

Committee Report

Item No: 7E

Reference: DC/23/03318

Case Officer: Averil Goudy

Ward: Stow Thorney.

Ward Member/s: Cllr Colin Lay. Cllr James Patchett.

RECOMMENDATION – GRANT ADVERTISEMENT CONSENT WITH CONDITIONS

Description of Development

Application for Advertisement Consent - Construction of 4.no signs (retention of)

Location

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

Expiry Date: 11/09/2023

Application Type: ADV - Advertisement

Development Type: Advertisement

Applicant: Gateway 14 Ltd and Jaynic

Agent: N/A

Parish: Stowmarket Town

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

The Adopted Development Plan for Mid Suffolk District Council comprises the Mid Suffolk Core Strategy Focused Review (2012), the Mid Suffolk Core Strategy (2008) and the Mid Suffolk Local Plan (1998), specifically the live list of 'saved policies' (2007). The following are considered the most relevant to the determination of this proposal.

CLASSIFICATION: Official

NPPF - National Planning Policy Framework
NPPG - National Planning Policy Guidance

SAAP - Stowmarket Area Action Plan
SAAP Policy 7.11 - Landscaping and setting

Adopted Mid Suffolk Core Strategy Focused Review (2012)
FC01 - Presumption In Favour Of Sustainable Development
FC01_1 - Mid Suffolk Approach To Delivering Sustainable Development

Adopted Mid Suffolk Local Plan (1998)
GP01 - Design and layout of development
H16 - Protecting existing residential amenity
H17 - Keeping residential development away from pollution
T10 - Highway Considerations in Development

Draft Joint Local Plan Modifications Schedule 2023
LP15 - Environmental Protection and Conservation
LP17 - Landscape
LP24 - Design and Residential Amenity
LP29 - Safe, Sustainable and Active Transport

Other Considerations

- The Mill Lane, Stowmarket (The Proposed Stowmarket Business and Enterprise Park) Development Brief - adopted as a supplementary planning document on 10th March 2014

Neighbourhood Plan Status

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

Consultations and Representations

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

[Click here to view consultee comments online](#)

A: Summary of Consultations

Town/Parish Council (Appendix 3)

Stowmarket Town Council

“The Town Council has no objection to the grant of planning consent subject to the signs being maintained in good order, noting that there are currently significant problems on the site with regard to the maintenance of newly planted trees and shrubs contrary to the assurances given by the developers to the Gateway 14 Stakeholder Group.”

Officer Comment: Officers note the comments in respect of the landscaping maintenance. This is a matter outside of the remit of this advertisement consent. A condition will be imposed to this consent requiring the signage to be maintained in good working order so as to not endanger the public.

Creeping St Peter Parish Council

No response received to date.

Stowupland Parish Council

No response received to date.

County Council Responses (Appendix 4)

SCC - Highways

“The proposed signs are clear of the adoptable highway and visibility splays. Subsequently, we have no objection to the above proposal.”

B: Representations

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

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, 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.

DECISION: GTD
05.11.2021

REF: DC/22/00349	Application for Advertisement Consent - Erection of 2No illuminated totem signs.	DECISION: GTD 25.03.2022
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: GTD 14.04.2022
REF: DC/22/04068	Application for a Non Material Amendment relating to DC/21/00407 - To allow changes to the landscaping, access and substation.	DECISION: GTD 01.12.2022
REF: DC/22/04641	Full Planning Application - Construction of an emergency access and associated landscaping.	DECISION: GTD 19.12.2022
REF: DC/23/02535	Application for Reserved Matters following Outline Approval of DC/21/00407 Town and Country Planning (Development Management Procedure)(England) Order 2015 (as amended) - Submission of details for Appearance, Landscaping, Layout and Scale for the erection of buildings comprising commercial and employment use, open space and landscaping, car and cycle parking, highway works and other associated works, accompanied by EIA Statement (Gateway 14 - 2000)	DECISION: PCO
REF: 4556/16	Hybrid planning application consisting of full planning permission for the erection of 48 dwellings and outline planning permission for 3 commercial units (1 no. Class A3, 1 no. Class A4 and 1 no. Class A3/A5) with 'appearance' and individual plot landscaping as reserved matters.	DECISION: GTD 08.01.2018
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, Creting 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, Creting St Peter	DECISION: GTD 20.06.2018

N.B., The discharge of conditions applications relating to the Gateway 14 site have been omitted from this list owing to their limited relevance to this application.

PART THREE – ASSESSMENT OF APPLICATION

1.0 The Site and Surroundings

- 1.1 The application site is situated to the east of Stowmarket. The site forms part of the Gateway 14 business and logistic park development.
- 1.2 The four signs would be located adjacent to the highways of Gateway Boulevard and Gateway Drive, one either side of the Gateway Boulevard access near the A1120 junction, and one either side of Gateway Drive and Gateway Boulevard junction. This is in addition to the existing consented signage at the entrance to the site from the A1120 onto Gateway Boulevard.



Figure 1: Location of the four signs (Signage site plan)

- 1.3 Plot 4000 (The Range), approved under reserved matters application reference DC/22/03464, is located to the south-west. Plot 2000, pending determination under reserved matters application reference DC/23/02535, is located to the north.

2.0 The Proposal

- 2.1 The proposal is for the erection of four marketing board signs (retention of) within the Gateway 14 site.
- 2.2 The signage would measure 4000mm by 3000mm and would have an overall height of 4500mm. Each composite panel would be fixed to four steel posts.

- 2.3 The signage is for marketing purposes for Gateway 14, comprising a sign for: The Range, Zone 1 & 2, Zone 3, and Zone 4. The signage is therefore temporary in nature and would be removed following occupation of the final unit within each respective zone.

3.0 The Principle Of Development

- 3.1 The National Planning Policy Framework (NPPF) requires advertisements to be well sited and designed in order to retain and respect the quality and character of places. Paragraph 136 requires advertisements to be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 3.2 The Control of Advertisements (England) Regulations 2007 (as amended) requires a Local Planning Authority, in exercise of its powers, do so in the interests of amenity and public safety, having regard to the provisions of the adopted development plan provided they are material to the decision at hand.
- 3.3 Thus as an advertisement application, the two key considerations are: public safety and amenity.
- 3.4 The signage relates specifically to the Gateway 14 site. Signs of this scale and type would not be out of character for marketing purposes. Given the temporary nature of the proposed signage and their siting within the development, they do not give rise to any demonstrable adverse impact on the character of the locality.
- 3.5 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. SCC Highways have been consulted and raised no objection.
- 3.6 The signs are located within the site, with sufficient space around them for maintenance and would not affect the highway or footpath. The structural landscaping would not be unduly affected, and the management conditions remain enforce.
- 3.7 The nearest signage is some 300m from the residential properties at Clamp Farm, and similarly, is some 250m from the residential properties at Cedars Park. The proposed signage, due to its siting and scale, in relation to the building already approved and the development of the site as a whole, is not considered to result in significant harm to existing residential amenity.
- 3.8 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.

4.0 Other Matters

- 4.1 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

5.0 Planning Balance and Conclusion

5.1 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 authority be delegated to the Chief Planning Officer to GRANT 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:

- 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 (each respective sign removed following occupation of the final unit/s within each respective zone of development)

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

- Standard pro-active working statement