

COMMITTEE REPORT

Date: 8 September 2016 **Ward:** Holgate
Team: Major and **Parish:** Holgate Planning Panel
Commercial Team

Reference: 16/01331/ADV
Application at: Land Adjacent to Telecommunications Mast Poppleton Road
York
For: Display of non illuminated sponsor sign
By: Mr Allan Barton
Application Type: Advert Application
Target Date: 15 September 2016
Recommendation: Approve

1.0 PROPOSAL

1.1 The application seeks advertisement consent for the display of one non-illuminated sponsor sign on the highway verge on the north east side of Poppleton Road just to the west of its junction with Acomb Road.

2.0 POLICY CONTEXT

2.1 Policies: CYGP21 Advertisements

3.0 CONSULTATIONS

Holgate Planning Panel

3.1 Seeks safeguards that these signs are temporary and 'reversible' to reduce the proliferation of clutter along the roadsides and at road junctions, which is already prevalent in the Holgate area, particularly around the Carriage works site.

Publicity

3.2 Letter received from occupant of 7 Poppleton Road objecting on the grounds that the advertising will make the area look untidy and tacky.

4.0 APPRAISAL

Legislative Background

4.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 state that powers shall only be exercised in the interests of amenity and public safety.

Policy Background

4.2 Paragraph 67 of the National Planning Policy Framework advises the following:

- 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.

4.3 The Development Control Local Plan was approved for Development Control purposes in April 2005; its policies are material considerations although it is considered that their weight is limited except where in accordance with the content of the NPPF.

4.4 Development Control Local Plan Policy GP21 Advertisements states that where advertisement consent is required, it will be granted for signs, hoardings and large advertising panels where their size, design, materials, colouring and any form of illumination does not detract from the visual amenity of the areas in which they are displayed, particularly with regard to the character of listed buildings or conservation areas, and:

- a) there is no adverse effect on public safety, and
- b) in residential areas and on sites clearly visible from roads, the advertisement is in keeping with the scale of surrounding buildings and public areas.

APPRAISAL

4.5 The proposal involves the installation of a 1.1m wide and 0.55m high sponsor sign. A 150mm deep, dark blue coloured band at the top of the sign will have the words 'City of York Council' and the Authority's logo on the right hand side with the words 'York in Bloom' and corresponding logo on the left hand side. The area below (0.44m high) will contain the name and details of the sponsor. The sign will be supported by circa 0.7m dark blue poles at either end. It is considered that sign is tasteful in appearance and would not adversely affect visual amenities.

4.6 The verge within which the sign would be located is triangular in shape and circa 30m long and up to 10m wide. It is occupied by 4 trees and has two utility services cabinets placed upon it. It is not considered that the positioning of one sign within it will create a cluttered appearance or seem untidy.

4.7 In terms of public safety, the exact location of the sign would be agreed on site with the Council's Highways section so that it does not give rise to any highway safety issues.

5.0 CONCLUSION

5.1 The proposed sign will not be obtrusive, it will not detract from the visual amenities of the area and public safety will not be compromised. The proposal is considered to be acceptable and complies with the NPPF and Policy GP21 of the Development Control Local Plan.

6.0 RECOMMENDATION: Approve

1 The development hereby permitted shall be carried out in accordance with the following plans:-

'City of York Council - Roundabout Sign'

Reason: For the avoidance of doubt and to ensure that the development is carried out only as approved by the Local Planning Authority.

7.0 INFORMATIVES:

Contact details:

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