

## ITEM 3

<b>Application Number:</b>	<b>18/0270/ADV</b>
<b>Address:</b>	<b>The Council Offices Kiln Road Benfleet Essex SS7 1TF (Cedar Hall Ward)</b>
<b>Description of Development:</b>	<b>Non-illuminated directional signage</b>
<b>Applicant:</b>	<b>Castle Point Borough Council</b>
<b>Case Officer:</b>	<b>Mr Keith Zammit</b>
<b>Expiry Date:</b>	<b>12.06.2018</b>

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### Summary

The application seeks advertisement consent for new signage at the front of the council offices indicating the presence of Runnymede Leisure Centre and Hall at the rear of the council offices.

The proposal is acceptable in amenity terms and would not have any detrimental impact on public safety or the highway. It is therefore recommended that advertisement consent be GRANTED.

The application is presented to the committee because the proposal is on council-owned land.

### Site Visit

It is not considered necessary for members to visit the site prior to the determination of the application.

### Introduction

The application relates to an area of landscaping at the front of the council offices, on the eastern corner of the junction of Kiln Road and the access road to the car park. The area is grassed and has trees of varying sizes.

### The Proposal

Advertisement consent is sought for a 2.3m wide by 1.1m high directional sign for Runnymede Leisure Centre and Hall. A further 2.3m wide by 0.2m high directional sign to the White House would be displayed below this.

Each advertisement is a powder coated aluminium tray some 50mm thick which would be mounted on two supporting aluminium tubes having a diameter of 75mm. The distance from the ground to the base of the advertisements is 0.75m and the signs would have a maximum height of 2.1m.

The signs are non-illuminated.

### Supplementary Documentation

None

### Planning History

Consent was granted in October 2012 for the continued display of the five flagpoles with flags at the front of the council offices that were originally displayed during the 2012 Olympics (CPT/517/12/ADV)

### Relevant Government Guidance and Local Plan Policies

National Planning Policy Framework – paragraphs 67 and 68

### Local Plan

S12 – Design, siting and illumination of advertisements

## **Consultation**

### County Highways

Condition recommended to be attached to any grant of consent requiring the provision of areas within the curtilage of the site for the loading, unloading and storage of building materials and manoeuvring of construction vehicles clear of the highway.

## **Public Consultation**

No response to neighbour notification

## **Comments on Consultation Responses**

It is not considered that the erection of the proposed signage is likely to attract a significant amount of construction traffic to the site, or require the storage of substantial quantities of construction materials. There is adequate space around the council offices for any construction-related vehicles to park or materials to be placed clear of the public highway while the sign is being erected, so a condition such as that suggested by the Highway Authority would not be necessary.

## **Evaluation of Proposal**

The National Planning Policy Framework (NPPF) states at paragraph 67 that 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.

Policy S12 of the council's Local Plan requires advertisements to be well-designed and sited and relate to the character of the building or site on which they are to be displayed as well as the surrounding area. Regard will be had to the location, size, materials, design, intensity of illumination and relationship with the building or site concerned. This is considered to be consistent with paragraph 67 of the NPPF.

The proposed signage would be non-illuminated and is for the purpose of announcement and direction, informing visitors of the leisure facility, Runneymede Hall and the White House.

The signage would have a total area of three square metres. This is quite substantial, and in some contexts may well be viewed as going beyond what is reasonable or required. However, in this particular instance the signage is located adjacent to a main road so it necessarily would have to be of a fair size to be visible to motorists.

The location of signage in this area would to some extent reduce its visual amenity but the trees are generally quite tall so the impact of the signage will be limited and it is not felt that the aesthetic quality of this location would be eroded to such a degree that a refusal of advertisement consent would be warranted.

On the matter of public safety, Policy S14 of the council's Local Plan states that consent will not be granted for advertisements which would have an adverse effect upon the safe operation of any form of traffic or transportation, or upon the safety of pedestrians. This is considered to be consistent with the NPPF inasmuch as it seeks to protect public safety.

The proposed signage would not involve any projections over the public highway. It is noted that the highway authority has raised no objection to the proposed signage itself, only seeking to control the construction activity, which for the reasons given earlier in this report is felt to be unnecessary by the local planning authority.

## **Conclusion**

The impact of the proposed signage on its surroundings is felt to be acceptable and it is therefore recommended that advertisement consent be granted.

There are no other relevant matters raised by interested parties. I have taken all other matters raised by interested parties into consideration but none are sufficient to outweigh the considerations that led to the following:

## **My Recommendation is Approval with the following conditions**

No conditions other than the standard advertisement conditions set out in Schedule 2 of the Town and Country Planning (Control of Advertisements)(England) Regulation 2007 are considered necessary.