

COMMITTEE REPORT

Case Officer: Jenny Draper

Parish: Modbury **Ward:** Charterlands

Application No: 3207/17/ADV

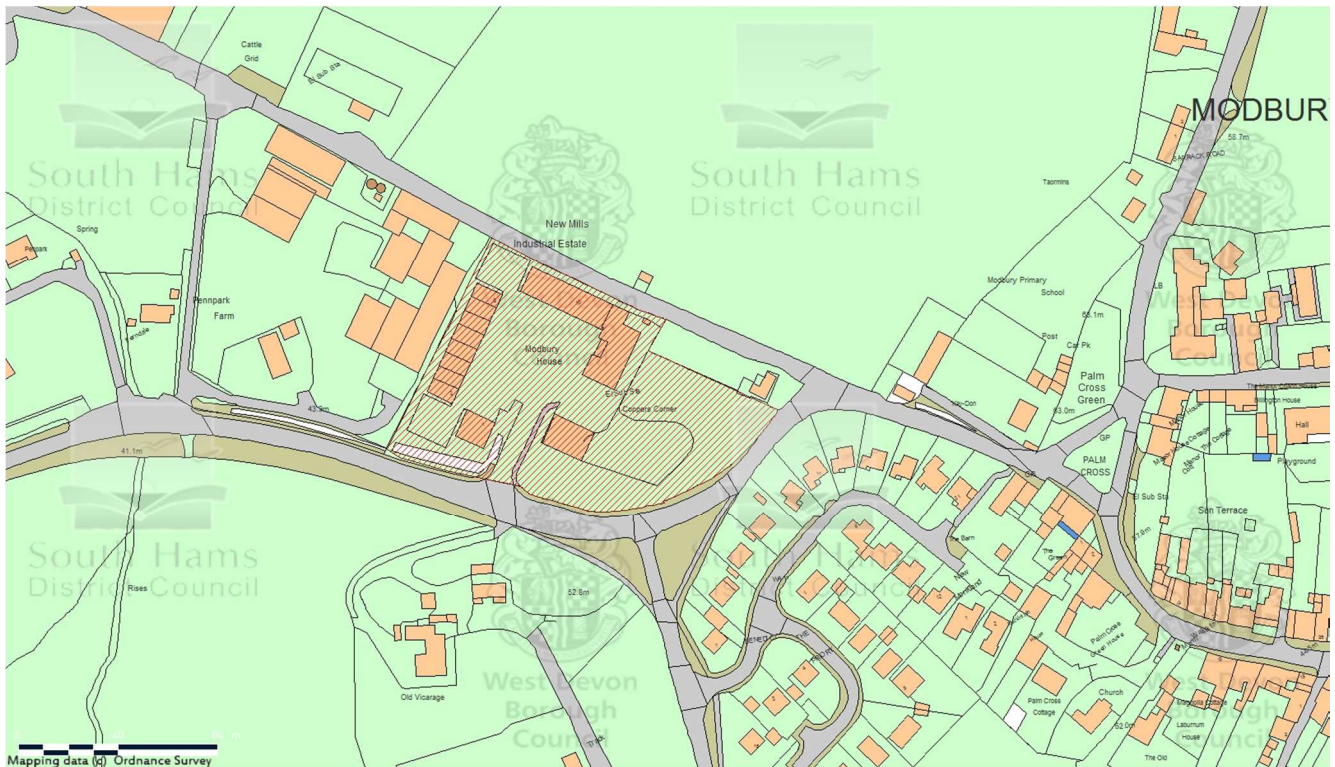
Agent/Applicant:

South Hams District Council
Follaton House
Plymouth Road
Totnes
TQ9 5NE

Site Address: New Mills Industrial Estate, Church Road, Modbury, PL21 0TP

Development: Advertisement consent application for erection of 1no. sign

Reason item is being put before Committee: This application is presented to the Development Management Committee because the land on which the sign is to be erected belongs to South Hams District Council.



Recommendation:
Advertisement Consent

Conditions

1. Accord with plans
2. Standard advert condition – permission of site owner required
3. Standard advert condition – security
4. Standard advert condition – maintenance
5. Standard advert condition – public safety
6. Standard advert condition – tidy site after removal

Key issues for consideration:

Visual amenity, public safety, impact on highways.

Site Description:

The application site is located on Church Road on the approach into Modbury town. The site is a grass verge at the entrance to New Mills Industrial Estate.

The Proposal:

The application seeks express advertisement consent for a pole mounted board to list the tenants/companies within the New Mills Industrial Estate.

The advertisement would sit 2.7m in height, the board would measure 2m and be 700mm above ground level and measure 1200mm in width.

Consultations:

- County Highways Authority No highway issues
- **Town Council** No response to date

Representations:

No comments received

Relevant Planning History

None

ANALYSIS

This application has been submitted following enforcement action taken regarding a collection of different signs that used to be all over the grass verge, creating a detrimental visual impact with its cluttered appearance. This application is to erect one information sign to advertise all the companies within the industrial estate

It was noted whilst on the officers' site visit that another sign for the Veterinary Surgery was present on the verge. This will be reported to Enforcement for further action if required following the decision on this application.

The application seeks express advertisement consent for a totem sign on the Church Road entrance to New Mills Industrial Estate to list the companies within the units.

It is noted that no external lighting is proposed on this advertisement board.

The signage is not considered to have a detrimental impact on public safety. Standard conditions in respect of sign safety and maintenance will ensure the impact is acceptable. Devon County Highways have not raised any concerns.

For the reasons outlined above the proposed advertisements is considered acceptable and in accordance with the relevant development plan policies. The application is therefore recommended for approval subject to appropriate conditions.

Considerations under Human Rights Act 1998 and Equalities Act 2010

The provisions of the Human Rights Act 1998 and Equalities Act 2010 have been taken into account in reaching the recommendation contained in this report.

The proposed advertisement(s) are considered to have no overriding adverse impact on visual amenity and highway safety, thus meeting the objectives of the National Planning Policy Framework and the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

Planning Policy

National Planning Policy Framework

Section 7. Requiring good design

National Planning Practice Guidance

Advertisements

South Hams District Council's Supplementary Planning Guidance

'Signs in Towns and Villages' (adopted 1999).

Other Material Planning Considerations

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 - a LPA shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development and other relevant factors. In relation to amenity, this includes the general characteristics of the locality, including the presence of any feature of historic, architectural or similar interest.

Proposed Conditions

1. The development hereby approved shall in all respects accord strictly with drawing numbers SKT-01, SKT-02, SKT-03, SKT-04, SKT-05 and SKT-06 received by the Local Planning Authority on 16th November 2017.

Reason: To ensure that the proposed development is carried out in accordance with the drawings forming part of the application to which this approval relates.

2. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: Standard condition under the provisions of the above-mentioned Regulations.

3. No advertisement shall be sited or displayed so as to: (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (b) obscure, or hinder the read interpretation of, any traffic sign, railway signal or aid to navigation by water or

air; or (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: Standard condition under the provisions of the above-mentioned Regulations.

4. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: Standard condition under the provisions of the above-mentioned Regulations.

5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: Standard condition under the provisions of the above-mentioned Regulations.

6. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: Standard condition under the provisions of the above-mentioned Regulations.