



**Application No:** 151012

**Location:** CBC Car Park West, Priory Street, Colchester, CO1 2QA

**Scale (approx):** 1:1250

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**7.2 Case Officer: Daniel Cameron**

**Due Date: 17/07/2015**

**OTHER**

**Site:** CBC Car Park West, Priory Street, Colchester, CO1 2QA

**Application No:** 151012

**Date Received:** 18 May 2015

**Agent:** Mr Philip Wise

**Applicant:** Mr Henry Spyvee

**Development:** Interpretation panel containing General Historical information and logos including friends of Colchester Roman Wall.

**Ward:** Castle

**Summary of Application:** Conditional Approval

## **1.0 Reason for Referral to the Planning Committee**

- 1.1 This application is referred to the Planning Committee because the agent is Colchester & Ipswich Museum Service.

## **2.0 Synopsis**

- 2.1 The key issues explored below are the impact of the proposed advertisement on the character and setting of the conservation area as well as the nearby Roman walls.

## **3.0 Site Description and Context**

- 3.1 Priory Street is located within Colchester town centre, roughly equidistant between Colchester Town Station to the south and the Firstsite Art Gallery. It connects the mid-point of Queen Street to, roughly, the mid-point of East Hill.
- 3.2 The area is largely residential in character with most properties exhibiting the traditional built form of Victorian terraced properties along the south side of the street. Priory Street car park and a small, grassed boundary strip and the Roman walls lie to the north.

## **4.0 Description of the Proposal**

- 4.1 The application proposes the erection of an interpretation panel containing general historic information on the medieval repairs to the Roman walls and the breaching of the walls of during the siege of Colchester in the English Civil War. The boards will also show the logos of Colchester Borough Council, Colchester & Ipswich Museums and the Heritage Lottery Fund mounted on a single post.

## **5.0 Land Use Allocation**

- 5.1 The wider land use of the area is designated for car parking and is also zoned for regeneration.

## **6.0 Relevant Planning History**

- 6.1 There is no relevant planning history for the proposed site.

## **7.0 Principal Policies**

- 7.1 Planning law requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. The National planning Policy Framework (NPPF) must also be taken into account in planning decisions and sets out the Government's planning policies are to be applied. The NPPF makes clear that the purpose of the planning system is to contribute to the achievement of sustainable development. There are three dimensions to sustainable development: economic, social and environmental.
- 7.2 Continuing the themes of the NPPF, the adopted Colchester Borough Core Strategy (adopted 2008, amended 2014) adds detail through local strategic policies. Particular to this application, the following policies are most relevant:

UR1 - Regeneration Areas  
UR2 - Built Design and Character  
ENV1 - Environment

- 7.3 In addition, the following are relevant adopted Colchester Borough Development Policies (adopted 2010, amended 2014):

DP1 Design and Amenity  
DP10 Tourism, Leisure and Culture  
DP14 Historic Environment Assets

## **8.0 Consultations**

- 8.1 No consultation responses were required for the application.

## **9.0 Parish Council Response**

- 9.1 N/A. The application falls within an unparished town centre ward.

## **10.0 Representations**

- 10.1 The application has not received any representations.

## **11.0 Parking Provision**

- 11.1 N/A.

## **12.0 Open Space Provisions**

12.1 N/A.

## **13.0 Air Quality**

13.1 The site is outside of any Air Quality Management Area and will not generate significant impacts upon the zones.

## **14.0 Development Team and Planning Obligations**

14.1 This application is not classed as a "Major" application and therefore there was no requirement for it to be considered by the Development Team and it is considered that no Planning Obligations should be sought via Section 106 (S106) of the Town and Country Planning Act 1990.

## **15.0 Report**

15.1 *Design & Layout.*

The design and layout of the interpretation panel is similar to those which have been erected in other strategic heritage locations throughout the town centre. The design is quite simple, but pleasant, with the interpretation panel sitting at an angle of 45 degree atop a single mild steel post about 1m above ground level. The layout of the historic information on the panel is straightforward and should provide a useful overview on the history of the area.

15.2 *Amenity*

In assessing an advertisement's impact on "amenity", regard has to be had to the effect on the appearance on visual amenity in the immediate neighbourhood where it is to be displayed. It is therefore necessary to consider what impact the advertisement, including its cumulative effect, will have on its surroundings. The relevant considerations for this purpose are the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features, which contribute to the distinctive character of the locality. It is considered that the impact of the panel on the surrounding area will be minimal. The size of the signage, its location, and the fact that it is unilluminated will not cause undue distraction or harm the amenity of the area. There is a lack of other signage in proximity to the proposed interpretation panel so there is no issue of clutter affecting the streetscene.

15.3 *Public Safety*

In assessing an advertisement's impact on "public safety", regard has to be to the effect upon the safe use and operation of any form of traffic or transport. In assessing the public safety implications of an advertisement display, one can assume that the primary purpose of an advertisement is to attract people's attention; therefore it should not automatically be presumed that an advertisement will distract the attention of passers-by. The vital consideration, in assessing an advertisement's impact, is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others' safety. The proposed sign, by virtue of its location, is not considered to have an adverse impact on public safety.

#### 15.4 *Policy*

In terms of local policy this application is compliant with Core Strategy Policies UR2 – Built Design and Character and ENV1 – Environment, in that the proposal seeks to enhance Colchester’s unique historic character and will create a positive impact on the area. Policy UR1 looks to support regeneration in key areas throughout Colchester. This application is considered to make a small, but positive contribution to this aim. The proposal also accords with Development Policies DP1 – Design and Amenity, DP10 – Tourism, Leisure and Culture and DP14 – Historic Environment Assets by virtue that it represents a high quality design, does not cause harm to the amenity of local residents, and enhances the local heritage asset without creating harm to it, respectively. Para 67 of the NPPF states “poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.” Para 56 states “the Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.” This application is considered to accord with guidance within the NPPF.

#### 16.0 **Conclusion**

- 16.1 The proposal accords with the relevant policies of the Development Plan and having regard to all material planning considerations, it is considered that the proposal will not cause harm to interests of amenity and public safety.

#### 17.0 **Recommendation**

- 17.1 APPROVE subject to the following conditions.

#### 18.0 **Conditions**

##### 1 - Standard Advert Condition

Unless an alternative period is specifically stated in the conditions below, this consent expires five years from the date of this decision and is subject to the following standard conditions:

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. 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.
5. No advertisement shall be sited or displayed as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: In order to comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

## 2 - Materials as Stated in Application

The external facing and roofing materials to be used shall be those specified on the submitted application form and drawings. Reason: To ensure that materials are of an acceptable quality appropriate to the area

### 19.0 Informatives

(1) **ZT0 – Advisory Note on Construction & Demolition** The developer is referred to the attached advisory note Advisory Notes for the Control of Pollution during Construction & Demolition Works for the avoidance of pollution during the demolition and construction works. Should the applicant require any further guidance they should contact Environmental Control prior to the commencement of the works.

(2) All works affecting the highway should be carried out by prior arrangement with, and to the requirements and satisfaction of, the Highway Authority and application for the necessary works should be made by initially telephoning 08456 037631.

(3) **ZTA - Informative on Conditions Stating Prior to Commencement/Occupation**  
PLEASE NOTE that this permission contains a condition precedent that requires details to be agreed and/or activity to be undertaken either before you commence the development or before you occupy the development. This is of critical importance. If you do not comply with the condition precedent you may invalidate this permission. Please pay particular attention to these requirements.

### 20.0 Positivity Statement

#### 20.1 WA1 – Application Approved Without Amendment

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.