

Item No: 7.4

Applications: 182151, 182155, 182178, 182181, 182192, 182275

Applicant: Colchester Borough Council

Proposal: 'Welcome to Colchester' signs

Locations: Bromley Road, Colchester
Horkesley Road, Boxted
Harwich Road, Colchester
Clingoe Hill, Colchester
Cymbeline Way, Colchester
Via Urbis Romanae, Colchester

Ward: Various

Officer: Benjy Firth

Recommendation: Conditional Approval

SITE PLANS ARE INCLUDED AS AN APPENDIX

1.0 Reason for Referral to the Planning Committee

- 1.1 These applications are referred to the Planning Committee because the applicant is Colchester Borough Council.

2.0 Synopsis

- 2.1 The key issues for consideration are the impact of the proposed signs in terms of their potential impact on public amenity and on highway safety.
- 2.2 The applications is subsequently recommended for approval.

3.0 Site Description and Context

- 3.1 Applications have been submitted for signs at six locations around the Borough; Bromley Road, Horkesley Road, Parson's Heath, Clingoe Hill, Cymbeline Way and Via Urbis Romanae (some of the locations were revised following submission of the applications).
- 3.2 Each of the proposed signs are located at points of entry to the Borough from either neighbouring boroughs or the wider highway network.

4.0 Description of the Proposal

- 4.1 These applications seek permission for six 'Welcome to Colchester' signs, three of which replace similar existing signage and three of which are new locations for such signage. They are each located adjacent to public highways.

- 4.2 The signs will sit 1.6m above ground level on two posts and measure 1.38m by 0.875m. The signs are made of aluminium and contain gold text on an indigo background that reads "Welcome to Colchester Britain's 1st City".

5.0 Land Use Allocation

- 5.1 None of the sites have any relevant allocation.

6.0 Relevant Planning History

- 6.1 None applicable.

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 be taken into account in planning decisions and is a material consideration, setting out national planning policy. Colchester's Development Plan is in accordance with these national policies and is made up of several documents as follows below.

- 7.2 The adopted Colchester Borough Core Strategy (adopted 2008, reviewed 2014) contains local strategic policies. Particular to this application, the following policies are most relevant:

UR2 - Built Design and Character
PR2 - People-friendly Streets
ENV1 - Environment

- 7.3 The adopted Colchester Borough Development Policies (adopted 2010, reviewed 2014) sets out policies that apply to new development. Specific to this application are policies:

DP1 Design and Amenity

- 7.4 The Neighbourhood Plan for Boxted / Myland & Braiswick is also relevant. This forms part of the Development Plan in this area of the Borough.

8.0 Consultations

- 8.1 The stakeholders who have been consulted and who have given consultation responses are as set out below. More information may be set out on our website.
- 8.2 The Council's Archaeological Officer has confirmed that the proposed signage will not cause material harm to the significance of below-ground archaeological remains by the proposed development. As a result there will be no requirement for any archaeological investigation.

- 8.3 The Highways Authority have confirmed that from a highway and transportation perspective the impact of the proposed signs is acceptable, with the exception of the sign proposed on Harwich Road (182178). The Highways have raised an objection to this sign on the basis that its proximity to the highway boundary may have implications for highway safety. However it is noted that the sign in this location will replace an existing sign and as such would not represent a change to the existing circumstances at this location.

9.0 Parish Council Response

- 9.1 Great Horkesley Parish Council and Myland Community Council have confirmed they support the proposals for the signs within their wards.
- 9.2 Wivenhoe Town Council have objected to the sign proposed on Clingoe Hill (182181) on the basis that it is located at an accident hotspot and would be more appropriately located closer to Salary Brook. It is noted that this sign will replace an existing sign in this location and the Highway Authority have not raised any concerns regarding the safety of a sign in this location.

10.0 Representations from Notified Parties

- 10.1 The application resulted in a number of notifications to interested third parties including neighbouring properties. The full text of all of the representations received is available to view on the Council's website. However, a summary of the issues raised are set out in the table below
- 10.2 Other consultation responses:

182151	Bromley Road	No comments received.
182155	Horkesley Road	Objections overcome by revised location.
182178	Harwich Road	Objections overcome by revised location.
182181	Clingoe Hill	Received one comment of support and three comments of objection from members of the public, stating that the sign would be better located adjacent to Salary Brook, its appearance is "ugly", that "1 st " is grammatically incorrect and that Colchester is not a City.

182192	Cymbeline Way	Received one comment of objection from an elected Member stating that this is not an appropriate location for a sign of this content.
182275	Via Urbis Romanae	No comments received.

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 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 (s.106) of the Town and Country Planning Act 1990.

15.0 Report

15.1 As the applications seek permission for advertising consents, particular regard should be given to the impacts of the proposed signage on the amenity of the surrounding area and to issues of public safety. It should be noted that the accuracy of the content of the signage and its location in relation to ward/parish/borough boundaries are not material planning considerations.

15.2 In assessing an advertisement's impact on "amenity", regard has to be paid to the effect upon the appearance and visual amenity of the immediate area 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.

15.3 The proposed signs are consistent with traditional approaches to information signs adjacent to highways in terms of their location, size and design. As a result the signs will not look out of place in the locations proposed. Due to their size it is considered that the signs will appear as minor incidents within the existing landscapes within which they are

proposed. As such it is not considered the new signs will have a significant detrimental impact on their immediate settings. It is also beneficial the three out of the six signs will replace existing signs. It is therefore considered that the impact of the signs on their surrounding area will be minimal.

- 15.4 In assessing an advertisement's impact on "public safety", regard has to be given 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.
- 15.5 The proposed signage, by virtue of their size and location, are not considered to have an adverse impact on public safety.

16.0 Conclusion

- 16.1 To summarise, given the lack of impacts upon the amenity of the area and upon public safety it is recommended that Planning Committee approve the applications subject to the conditions below.

17.0 Recommendation to the Committee

- 17.1 The Officer recommendation to the Committee is for:

APPROVAL of planning permission for all six applications subject to the following conditions:

1. ZQA - 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. ZAM - *Development to Accord With Approved Plans*

The advertisement hereby granted consent shall be carried out in accordance with the details submitted as part of this application, the Block Plan dated 15th November 2018 and the Site Plan dated 19th November 2018.

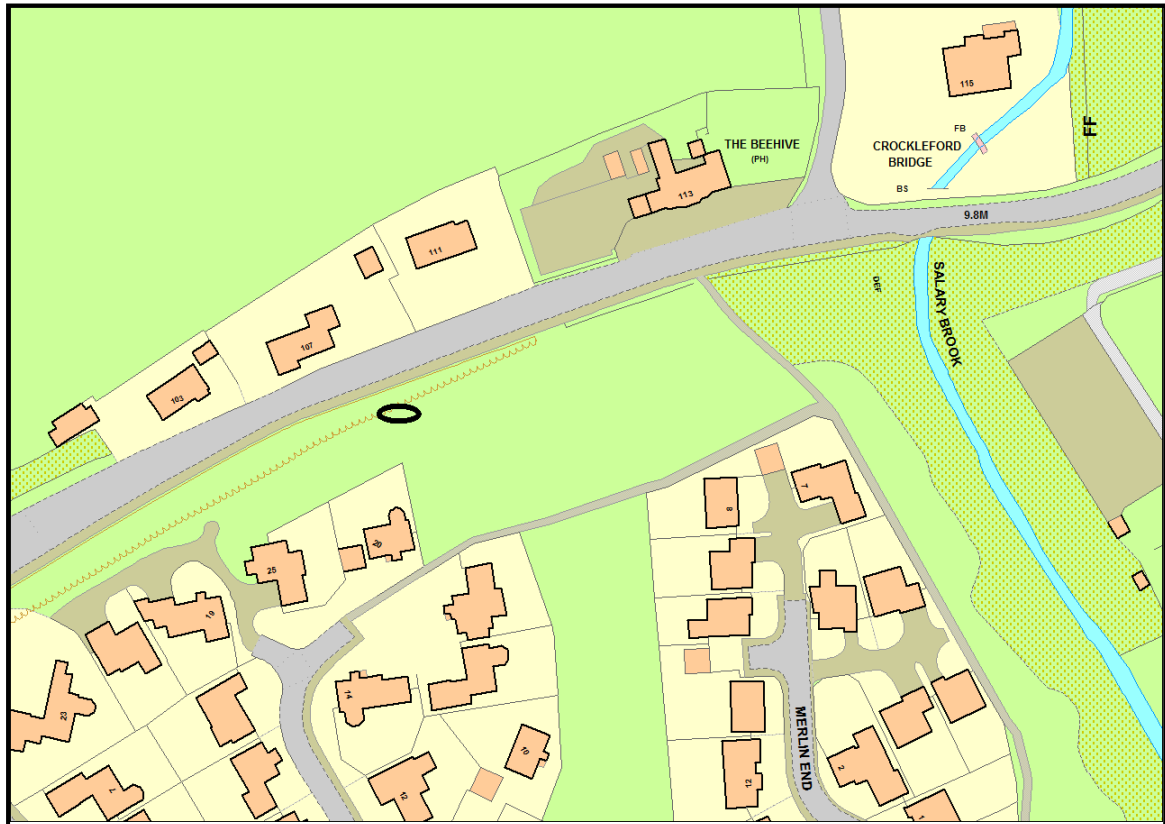
Reason: For the avoidance of doubt as to the scope of this permission and in the interests of proper planning.

18.0 Informatives

18.1 The following informatives are also recommended:

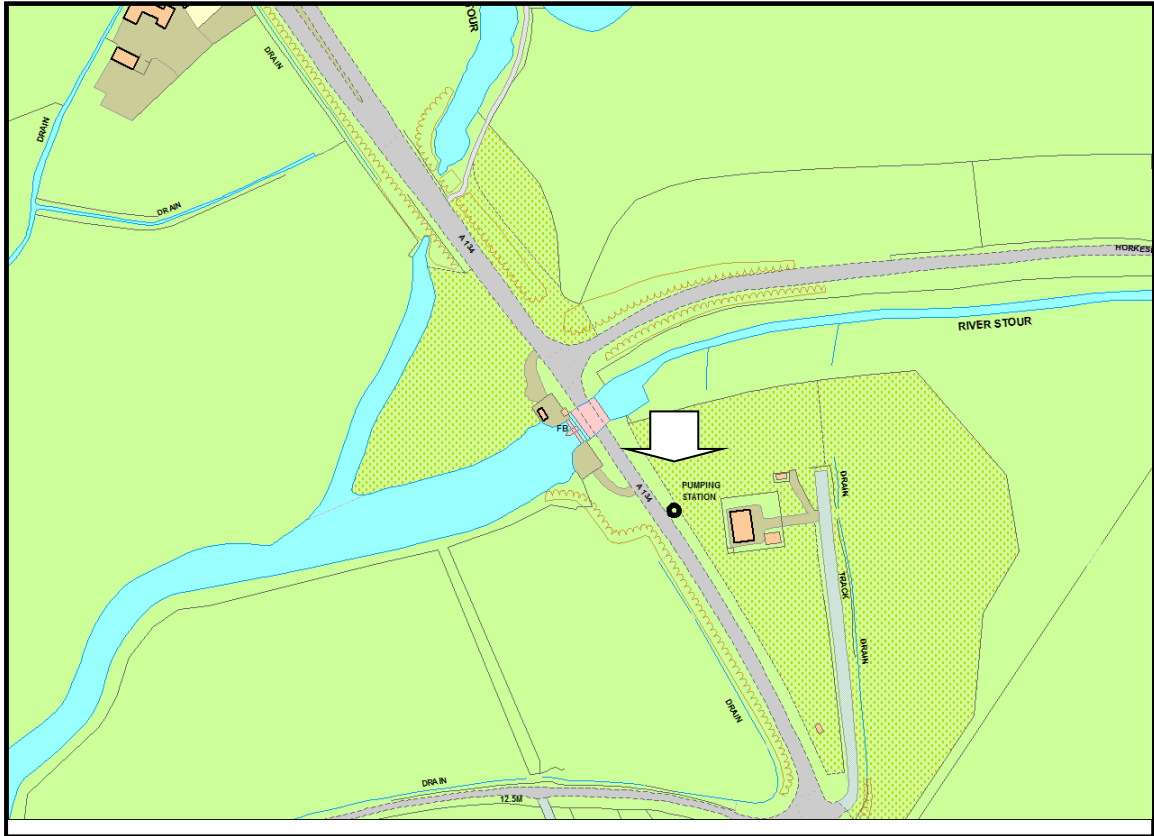
All work within or affecting the highway is to be laid out and constructed by prior arrangement with and to the requirements and specifications of the Highway Authority; all details shall be agreed before the commencement of works.

APPENDIX A – SITE PLANS



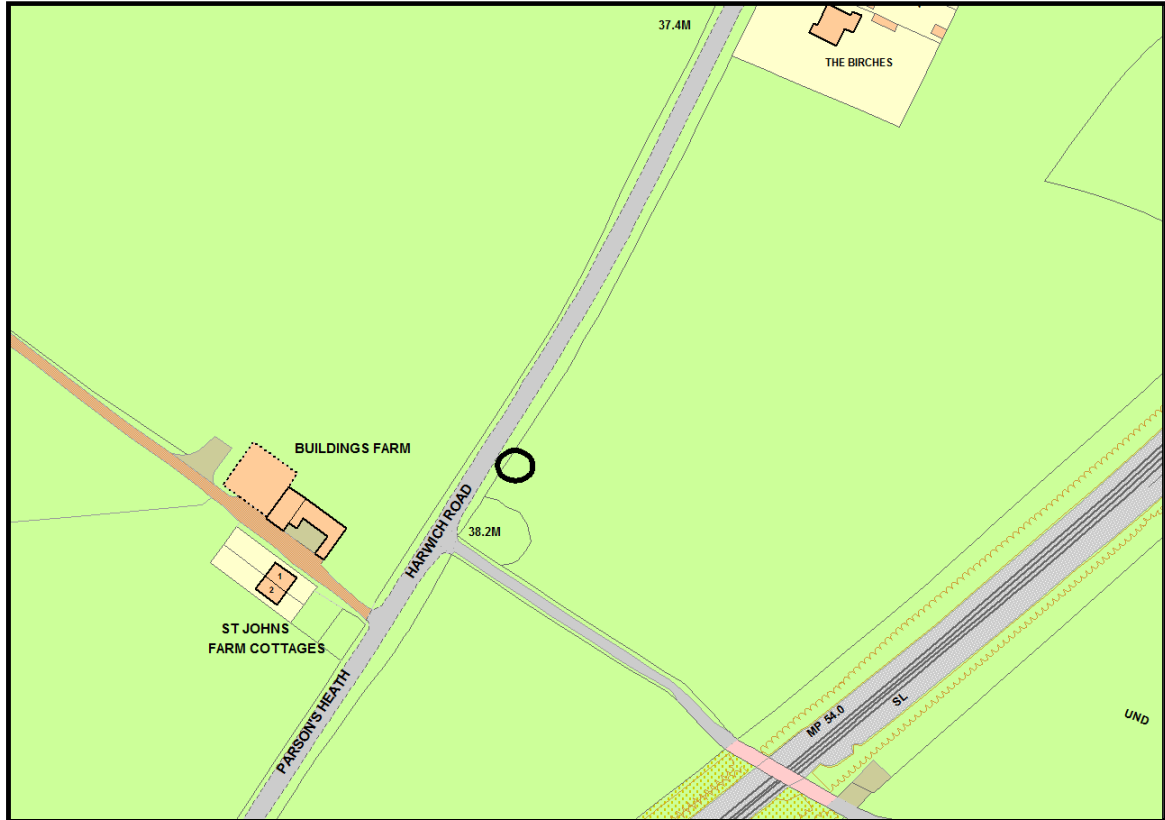
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182151 – Bromley Road, Colchester



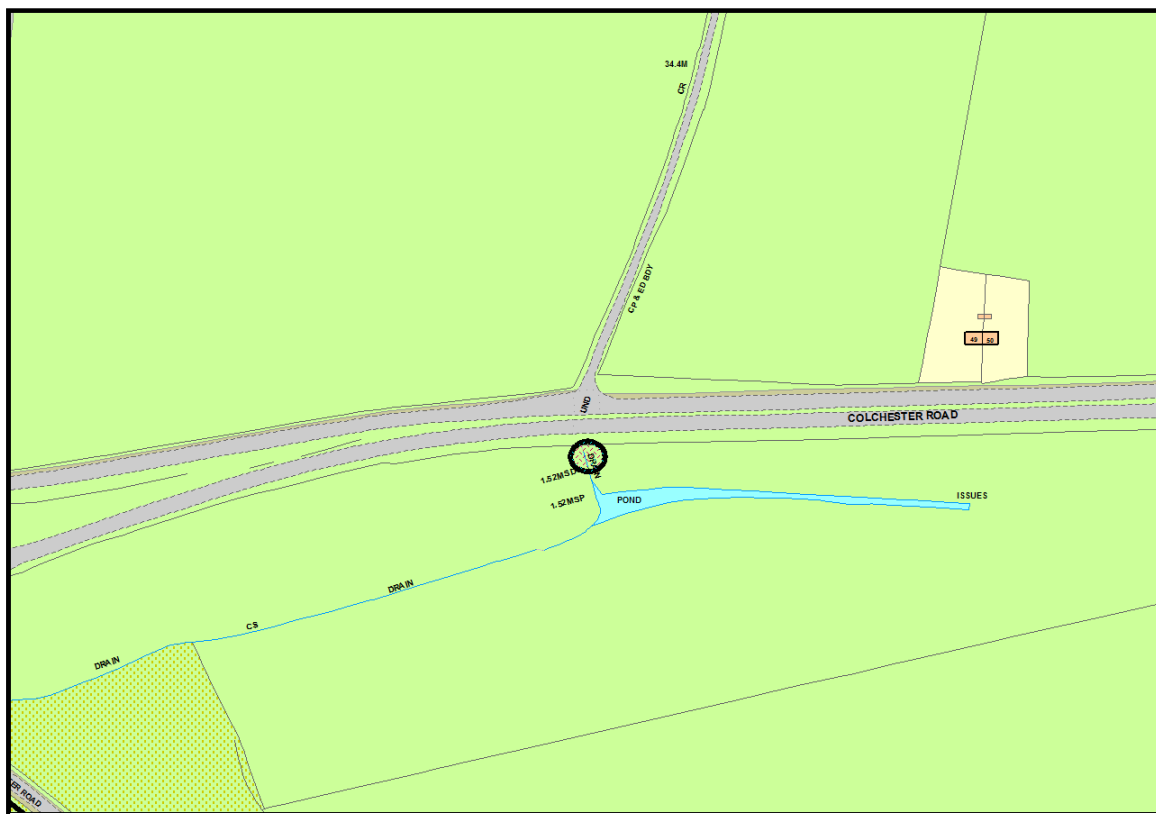
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182155 – Horkesley Road, Boxted



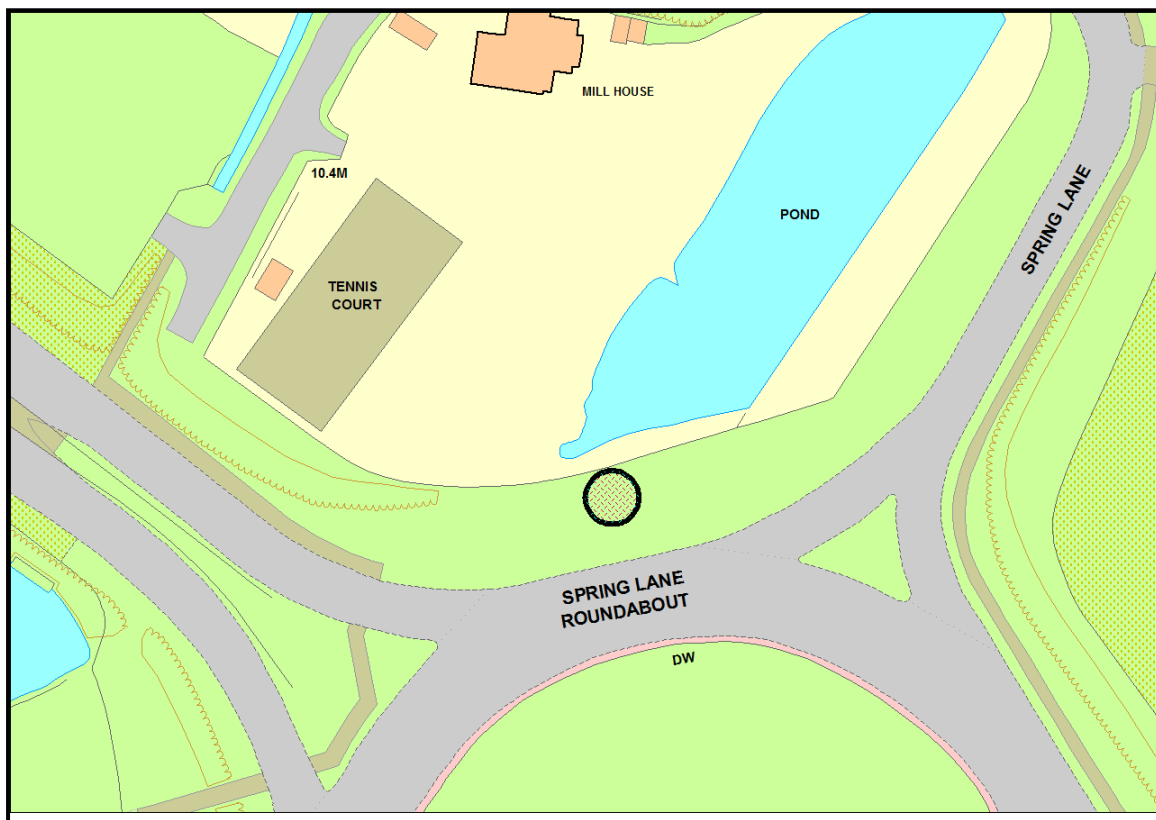
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182178 - Harwich Road, Colchester



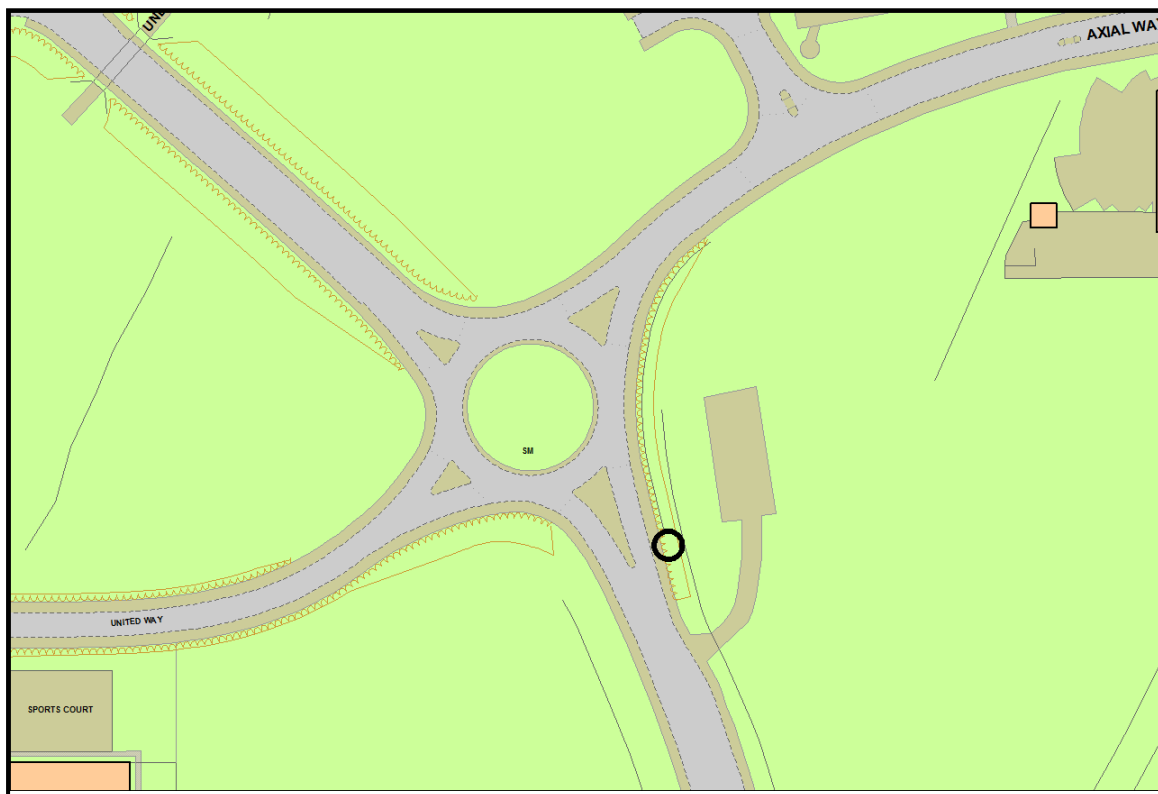
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182181 – Clingoe Hill, Colchester



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182192 – Cymbeline Way, Colchester



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182275 – Via Urbis Romanae, Colchester