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Item No: 7.3

Application: 163132

Applicant: Ms Holly Brett, Colchester Borough Council

Agent: Mr Kevin Whyte, Barefoot & Gilles

Proposal: Advert consent for 1 no vehicle direction sign and 1 no pedestrian direction sign

Location: Sheepen Road, Colchester

Ward: Castle

Officer: Sue Jackson

1.0 Reason for Referral to the Planning Committee

- 1.1 This application is referred to the Planning Committee because the applicant is Colchester Borough Council

2.0 Synopsis

- 2.1 The key issues for consideration are amenity and public safety these are the only material considerations for advertisements.
- 2.2 The application is subsequently recommended for consent

3.0 Site Description and Context

- 3.1 Planning permission was granted in November 2015 for two office buildings on Sheepen Road. One of the buildings is under construction and is to be occupied by Birkett Long. Hoardings have been erected around the site perimeter under permitted development rights which allow screening of development sites, signage on the hoardings has been granted consent for a temporary period.
- 3.2 The site is situated on the edge of Middleborough Roundabout on the west side of the roundabout. It is bordered to the south and west by Sheepen Road with Westway, a dual carriageway to the north. To the other side of Westway are the back gardens of houses in Sheepen Place. Office buildings face the site across the roundabout and Rowan House occupied by Colchester Borough Council faces the site along Sheepen Road; while to the west is Colchester Retail Park.

4.0 Description of the Proposal

- 4.1 The application proposes the installation of 2 signs one at the pedestrian entrance to the new office buildings off Sheepen Road and the other, a directional sign, on the edge of the roundabout on the Sheepen Road frontage. The sign near the pedestrian entrance will be 1.5m high, the upper half will have the Birkett Long logo and the words Birkett Long, the lower half will be blank and could be used by the tenant of the second office building. The directional sign will be 1.95m high, the upper part and lower parts will have the same information but the sign also includes a directional arrow. Each sign will be of printed aluminium and will be non- illuminated the logo will be pantone green with black lettering on a white background.

5.0 Land Use Allocation

- 5.1 The site is within a Mixed Use area on the Proposals Map.

6.0 Relevant Planning History

- 6.1 151825 erection of two office buildings - approved
151826 totem sign board to front of building - approved
161291 printed site hoarding – approved

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:

SD1 - Sustainable Development Locations
CE2 - Mixed Use Centres
UR2 - Built Design and Character

- 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 Some "allocated sites" also have specific policies applicable to them. The adopted Site Allocations (adopted 2010) policies set out below should also be taken into account in the decision making process:

SA CE1 Mixed Use Sites

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

- 7.6 Regard should also be given to the following adopted Supplementary Planning Documents (SPD):

Shopfront Design Guide

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 Highway Authority does not object to the proposals as submitted.

9.0 Parish Council Response

9.1 N/A

10.0 Representations from Notified Parties

10.1 None 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 The main issues in this case are:

Principle

15.2 Local planning authorities are required “to exercise their powers under the Advertisement Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors”.

Impact on the Surrounding Area and Neighbouring Properties

15.3 It is considered that the impact of the advertising on the surrounding area will be minimal. The signs will face the office building of Rowan House. The hoarding will be removed once the office building is occupied. Whilst Advertisement Consent has already been granted for a company sign it is not considered the additional signs will have an adverse impact on amenity in particular as there is no illumination proposed.

Highway Safety and Parking Provisions (including Cycling)

- 15.4 The Highway Authority has raised no objection on highway safety grounds. It is considered the signs will not have an adverse impact on public safety, especially given the size and location of the signs and as there is no illumination proposed.

16.0 Conclusions

- 16.1 In conclusion it is considered that the advertisement would result in no adverse impact upon the amenity of the area or upon public safety and it is recommended advertisement consent is granted subject to the conditions below.

17.0 Recommendation

- 17.1 APPROVAL of advertisement consent subject to the following conditions set out below.

18.0 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 development hereby permitted shall be carried out in accordance with the details shown on the submitted Drawing Numbers 1842 DE 90- 02A, PI 90-03B & DE 90-04A.

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

19.0 Informatives

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. The applicants should be advised to contact the Development Management Team by email at development.management@essexhighways.org or by post to:

SMO1 – Essex Highways
Colchester Highways Depot,
653 The Crescent,
Colchester.
CO4 9YQ.