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Item No: 7.7

Application: 180102

Applicant: Mr Henry Spyvee

Agent:

Proposal: Interpretation panel containing general historical information and logos including friends of Colchester Roman Wall.

Location: Side wall of, 44 St John's Street, Colchester, CO2 7AD

Ward: Castle

Officer: Ishita Sheth

Recommendation: Approval

1.0 Reason for Referral to the Planning Committee

- 1.1 This application is referred to the Planning Committee because the applicant is an Alderman.

2.0 Synopsis

- 2.1 The key issues for consideration are the design, impact on the character of the area and public safety.
- 2.2 The application is subsequently recommended for APPROVAL.

3.0 Site Description and Context

- 3.1 This interpretation panel is proposed to be mounted on a modern brick wall at the side of a rear extension to No. 44 St. John's Street.

4.0 Description of the Proposal

- 4.1 This application comprises part of a group of advert consents for interpretation panels to be erected around Colchester Town Centre. The submitted Heritage Statement states that as a part of the wider heritage component of the Colchester Castle Redevelopment Project it is intended to replace the existing interpretation panels at the Balkerne Gate and Duncan's Gate and introduce new panels at up to seven locations around the circuit. These interpretation panels form part of that project.

5.0 Land Use Allocation

- 5.1 The site is located in the outer retail core.

6.0 Relevant Planning History

- 6.1 None

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

- 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
DP10 Tourism, Leisure and Culture

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 Archaeological Officer - No material harm will be caused to the significance of below-ground archaeological remains by the proposed development. There will be no requirement for any archaeological investigation.

9.0 Parish Council Response

- 9.1 Non-parished

10.0 Representations from Notified Parties

- 10.1 No public representations were received as part of the application.

11.0 Parking Provision

- 11.1 Not applicable.

12.0 Open Space Provisions

- 12.1 Not applicable.

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 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.” Local policies UR2 and DP1 support this aim and give greater detail on the high quality design required from applications.
- 15.2 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 surrounding area is an access way and is functional in appearance. The design of the interpretation panel is pleasant and informative, adding visual interest to the area. Overall, it is considered to have a positive impact on the amenity of the immediate area.
- 15.3 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 form of the interpretation panel would not impede access, and moreover would not create such a distraction that pedestrian movement would be hindered.

16.0 Conclusion

- 16.1 To summarise, the application accords with the relevant national and local Planning policy considerations and will help to maintain and provide information on a valued cultural feature of the townscape, as such it is subsequently approved.

17.0 Recommendation to the Committee

17.1 The Officer recommendation to the Committee is for:

APPROVAL of planning permission 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. ZQB - Limited Period Advertisements

The period of display of the advert hereby consented shall run for 10 years from 8th March 2018 until 8th March 2028 in line with the period of time requested by the applicant.

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

3. ZAM - *Development to Accord With Approved Plans*

The development hereby permitted shall be carried out in accordance with the details shown on the submitted Drawings.

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

4. ZBB - Materials As Stated in Application

The 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.