

Extended Delegated Decisions Meeting: 23 July 2020 **Item number: 5**

Application No: [W 20 / 0747](#)

Town/Parish Council: Budbrooke
Case Officer: Rebecca Compton
01926 456544 rebecca.compton@warwickdc.gov.uk

Registration Date: 21/05/20
Expiry Date: 16/07/20

Land South of, Arras Boulevard, Hampton Magna, Budbrooke
Display of 3no. freestanding signs and 4no. flagpoles FOR Mr. A. Greenslade

This application is being presented to the Head of Development Services in consultation with the Chair of Planning Committee due to an objection from the Parish Council having been received.

RECOMMENDATION

The Head of Development Services in consultation with the Chair of Planning Committee is recommended to grant Advertisement Consent, subject to the standard conditions for Advertisement Consents and the conditions listed at the end of this report.

DETAILS OF THE DEVELOPMENT

The application proposes the display 4 flags and 3 free standing signs relating to the approved residential development at the site. The flags are 0.7m x 2.7m on 5.8 metres high flag poles. The flags are located to the entrance of the residential development granted under ref: W/19/0691 along Arras Boulevard. The free standing signs are located at the edge of the residential development which abuts the new residential road.

THE SITE AND ITS LOCATION

The application site forms part of the wider housing development south of Arras Boulevard, Hampton Magna.

PLANNING HISTORY

W/19/0691 - Full planning application for a residential development of 130 units including associated access, landscaping, open space and drainage infrastructure (resubmission of W/18/1331) - Granted.

RELEVANT POLICIES

- National Planning Policy Framework
- Warwick District Local Plan 2011-2029
- BE1 - Layout and Design
- BE3 - Amenity
- TR1 - Access and Choice (Warwick District Local Plan - 2011-2029)
- Budbrooke Neighbourhood Plan (2018-2029)

- Design of Development in Budbrooke Parish
- Traffic Management and Traffic Improvements

SUMMARY OF REPRESENTATIONS

Budbrooke Parish Council: Object to the flagpoles on the grounds that they are unnecessary in this location.

Public Response: 2 letters of objection raising concerns about noise from the flags, unnecessary in a residential area and the visual impact of the signage.

ASSESSMENT

Impact on visual amenity

Applications for Advertisement Consent can only be considered in terms of amenity and public safety.

In terms of visual amenity, the signage would be appropriately positioned and proportional to the scale and context of the development site. The free standing signs are limited to display only the development name and related information. There are only two located on either side of the main entrance and a further sign is located to the west along Arras Boulevard. It is considered that this, relatively limited, number of simple, well designed, signs is acceptable on this frontage.

The flagpoles are spread out along the frontage. It is considered that these flagpoles are, again, not unreasonable and do not have a significant impact on amenity.

Local concern has been raised regarding the proposed signage and flagpoles in a residential area. It is considered that the signage proposed is considered proportionate to the scale of development that has been approved on this site. The signage and flagpoles are mainly located around the main entrance.

It should be noted that 3 flagpoles could be erected without the need for Advertisement Consent as the site has permission for over 100 residential units; it is considered that a further flagpole would not have a significant impact on amenity. The signage and flagpoles are temporary in nature, however, it is considered appropriate to impose a condition to ensure the signage and flagpoles are removed once all the residential units have been occupied.

The question of 'need' for the signs has been referred to by the objectors. However, need is not a material consideration in the determination of an application for Advertisement Consent.

The proposal complies with Local Plan policies BE1 and BE3 and Neighbourhood Plan Policy BNP7.

Public Safety

No public safety issues are identified. The signage will be set in from the highway and would not obstruct views for vehicles entering or exiting the site. Therefore, it is considered that the proposed signage would not be harmful to public safety.

The proposal complies with Local Plan Policy TR1 and Neighbourhood Plan Policy BNP9.

SUMMARY/CONCLUSION

The proposed signage is appropriately positioned within the development and proportioned relative to the overall scale and character of the wider development site and would not result in any visual harm to the amenity of the area nor would there be any detriment to highway safety. Accordingly it is recommended that Advertisement Consent be approved.

CONDITIONS

5 standard Advertisement Consent conditions, and:

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing(s) HM/SIGN/01, and specification contained therein, submitted on 21st May 2020. **REASON** : For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029.

- 7 Within 14 days of the occupation of the last residential unit approved under application reference W/19/0961, or any subsequent amendments, the advertisements hereby permitted shall be removed in full. **REASON:** In the interest of visual amenity in accordance with Policy BE1 of the Warwick District Local Plan 2011-2029.
