

Planning Committee: 03 February 2021

Item Number: 5

Application No: [W 20 / 1331](#)

Town/Parish Council: Budbrooke

Case Officer: Lucy Hammond

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Registration Date: 29/09/20

Expiry Date: 24/11/20

Land adjacent, Daly Avenue, Hampton Magna, Budbrooke

Display of 12no. flag poles and flags and 1no. free standing, V-board sign (all non-illuminated) FOR Mr R Earley

This application is being presented to Committee due to an objection from the Parish Council having been received.

RECOMMENDATION

The Planning Committee is recommended to approve 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 of 12 flags and 1 free standing V-board type sign relating to the approved residential development at the site. The flags are 0.8m x 1.6m on 4.5 metre high flag poles. The flags are located either side of the entrance of the residential development, for which reserved matters were granted under ref: W/19/2112 for land south of Lloyd Close/Daly Avenue. The free standing sign is located to the western side of the entrance to the residential development, close to the edge of the site which abuts Daly Avenue.

THE SITE AND ITS LOCATION

The application site forms part of the wider housing development south of Lloyd Close and Daly Avenue, Hampton Magna.

PLANNING HISTORY

W/19/2112 - Application for Reserved Matters pursuant to condition 1 of planning permission ref: W/17/2387 for details of access, appearance, landscaping, layout and scale of 147 dwellings together with associated works, including vehicular/pedestrian access from Daly Avenue, green infrastructure including a play area, open space and other landscaping and sustainable drainage - Granted.

W/17/2387 - Outline application with all matters reserved except for access, for the erection of up to 147 dwellings together with vehicular/pedestrian access from Daly Avenue; Green Infrastructure including a play area, other open space

and landscaping; sustainable drainage; and other related infrastructure - Refused; subsequently allowed at appeal.

RELEVANT POLICIES

- National Planning Policy Framework
- Warwick District Local Plan 2011-2029
- BE1 - Layout and Design
- BE3 - Amenity
- TR1 - Access and Choice
- Budbrooke Neighbourhood Plan (2018-2029)
- BNDP7 - Design of Development in Budbrooke Parish
- BNDP9 - Traffic Management and Traffic Improvements

SUMMARY OF REPRESENTATIONS

Budbrooke Parish Council: Objection for the following reasons:

- 12 flagpoles seems too many and even a lower number would cause too much noise when they blow in the wind
- The flags and the lighting are unnecessary when they can only be seen by people who already know the development is there; there is no passing traffic
- The plans state it is non-illuminated but the plans show floodlights
- It appears there may be some obstruction of the public right of way
- The proposed height (4m) would be an eyesore for residents and 4 years is unacceptable
- The location plan looks as though the site is encroaching onto the grass verge along Daly Avenue

WCC Highways: Objection is raised to the flags which overhang the footway/carriageway; these should either be removed or relocated to a position where they do not overhang the footway/carriageway. Clarification is also sought over whether or not the floodlights shown on the plan have been placed there in error since the application states that all signage is non-illuminated. Otherwise, there is no objection to the proposals.

WCC Ecology: As the existing hedgerow may be affected a CEMP is recommended; one is still awaited in relation to the planning application.

(Officer note – the above cannot be sought in relation to advertisement consent; the matter will be dealt with accordingly in pursuance of the outline permission.)

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 sign is limited to display only the development name and related information.

There is only one located on one side of the main entrance to the development which is considered to be limited. Furthermore, it is simple, well designed and acceptable along this frontage.

Though there are twelve flagpoles in total and the Parish Council has expressed concern that this number is excessive, officers consider that they are evenly distributed both along the frontage and further within the site. There are four positioned on either side of the entrance into the development, two single flagpoles set further back into the site, on the western side of the main entrance drive and a further two at the end of the main drive (Road No.1) at the junction where the road splits both west and south. As such, the total of twelve would not be located together in close proximity nor would they be read as such from either within the site or from a distance. It is therefore considered, given the scale of the development they would be advertising and given their proposed siting and distribution within the development, that these flagpoles are not unreasonable and would not have a significant impact on amenity.

Concern has also been raised regarding the proposed flagpoles in a residential area in respect of the noise they might make when blowing in the wind (even if the number were reduced). It is noted in the first instance that this type of advertisement consent is not unusual in association with residential development, particularly of this scale and in addition to this, a recent advertisement consent was approved for the adjacent site at Arras Boulevard for a total of 4no. flagpoles and 3no. free standing signs. It is further considered that the signage proposed is proportionate to the scale of development that has been approved on this site; the single V-board sign and flagpoles are mainly located around the main entrance and by their nature are only temporary.

While the signage and flagpoles are temporary in nature, it is still considered appropriate to impose a condition to ensure they are removed once all the residential units have been occupied.

Overall officers are satisfied that the proposal complies with Local Plan policies BE1 and BE3 and Neighbourhood Plan Policy BNP7.

Public Safety

No public safety issues are identified. Whilst the Highways Authority originally raised objection to the proposal, this was specifically on the grounds that some of the flags appeared to overhang the footway/carriageway and it was requested that these flags either be removed or relocated such that they no longer overhung the footway/carriageway. Revised drawing P2 shows this now to be the case; none of the flagpoles result in any overhang or other obstruction and this point raised by the Highways Authority has been fully addressed.

The other point on which clarification was sought related to illumination. The application documentation clearly states that no part of the proposal is to be illuminated and yet there were floodlights annotated on the drawing. Floodlights have since been removed from drawing P2 which had been originally added in error and it is confirmed that all signage is to be non-illuminated.

There are therefore no objections from the County Highways Authority since the proposed V-board and flagpoles would result in no obstructions, glare to motorists or other potential highway safety hazards that would compromise highway safety or would potentially 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 proportionate 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

Statutory Advertisement Consent conditions 1-5, plus:

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing SK200 Rev.P2, and specification contained therein, submitted on 11 November 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/19/2112, or any subsequent amendments, the advertisements hereby permitted shall removed in full. **REASON:** In the interest of visual amenity in accordance with Policy BE1 of the Warwick District Local Plan 2011-2029.
