

BOROUGH OF KETTERING

Committee	Full Planning Committee - 15/01/2019	Item No: 5.8
Report Originator	Alan Chapman Development Officer	Application No: KET/2018/0876
Wards Affected	Welland	
Location	Pipewell Hall, East Carlton Road, Pipewell	
Proposal	Advertisement Application: 1 no. non-illuminated pole mounted sign	
Applicant	Mr S Baker	

1. PURPOSE OF REPORT

- To describe the above proposals
- To identify and report on the issues arising from it
- To state a recommendation on the application

2. RECOMMENDATION

THE DEVELOPMENT CONTROL MANAGER RECOMMENDS that this application be APPROVED subject to the following Condition(s):-

1. This consent shall be for a limited period of three (3) years from the date of this notice, on or before which date the display shall be permanently discontinued.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of amenity.

2. No advertisement shall be sited or displayed so as to -

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air, or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

3. Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations.

Officers Report for KET/2018/0876

This application is reported for Committee decision because there are unresolved, material objections to the proposal.

3.0 Information

Relevant Planning History

KET/2006/1014, APPROVED, 27-11-07, Internal renovation and alterations. Maintenance to the external elevations and roof

KET/2010/0045, WITHDRAWN, 04-11-10, Internal alterations to remove some walls, new electric layout, repair existing heating system, and decoration

KET/2010/0515, WITHDRAWN, 24-11-10, Change of use from residential to mixed residential and conference, event and wedding facility, reinstatement of track, car parking provision and erection of marquee

KET/2011/0156, APPROVED, 20-06-11, Erection of marquee for a maximum of 28 days in any calendar year

KET/2012/0569, RETURNED, 14-09-12, dead cedar tree in park still standing remove dead silver birch and several dead beech trees and one oak

KET/2014/0503, APPROVED, 16-12-14, Internal alterations to listed building: including removal of wall between kitchen and corridor, relocation of stairs from breakfast room to kitchen and hall fireplaces. Reconfiguration of first floor landing and installation of new services, retention of mantelpiece, changing flooring, replacing kitchen lantern

KET/2015/0623, NO-OBJECTION, 07-10-15, T1 Maple - remove. T2 - Horse Chestnut (as amended)

Site Visit

Officer's site inspection was carried out on 10/12/2018.

Site Description

At the entrance to Pipewell Hall directly off the East Carlton Road.

Proposed Advertisement

The proposed advertisement consists of a single board mounted upon two timber posts. Its maximum height above ground level is 462 mm and the dimensions of the board are 1000 mm (tall) x 1500 mm (wide) x 3 mm (thick). The board is made of plastic and has a two-tone background with white at the top and dark green at the bottom. There is blue lettering 'Pipewell Hall' across the white background, including an emblem, and white 'Wedding Venue' and dark yellow 'Tradesmen's Entrance Only' lettering across the green background.

Any Constraints Affecting the Site

Listed Buildings – Grade II (within the setting of)
Listed Buildings – Grade II (within the curtilage of)
Conservation Area (within)
Ancient Monument (opposite to)
C Road
Archaeological & historic site (within)

4.0 Consultation and Customer Impact

Neighbours

Whilst there is no statutory duty to notify adjoining owners/occupiers, as the advert subject to this application was initially brought to the attention of the Local Planning Authority by a local resident, then in this case notification was sent to the closest owner/occupier to the advert.

Objection received citing the following concerns:

- Sign will encourage noise, disturbance or other loss of amenities by tradesman's vehicles
- Access used by other residential properties
- Sign will encourage visitors to residential properties to reverse onto highway as visitors will assume they have used wrong access
- Scale of advertisement is disproportionate to the site
- As a commercial sign it is out of character for the CA and residential area
- Will be a distraction to motorists using the public highway
- Applicant has blatant disregard to the regulations demonstrating he is a law to himself

5.0 Planning Policy

Legislation

The Town and Country Planning (Control of Advertisement) (England) Regulations 2007, as amended

National Planning Policy Framework (2018)

Policy 1: Introduction

Policy 2: Achieving sustainable development

Policy 4: Decision-making

Policy 6: Building a strong and competitive economy

Policy 12: Achieving well-designed places

Policy 15: Conserving and enhancing the historic environment

Development Plan Policies

North Northamptonshire Joint Core Strategy

Policy 2. Historic Environment

Policy 8. North Northamptonshire Place Shaping Principles

Local Plan

33. Environment: Advertisements, Signs and Shop Fronts

6.0 Financial/Resource Implications

None

7.0 Planning Considerations

The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 requires Local Planning Authorities to only consider two issues when determining applications for Advertisement Consent – the impact of the proposal upon the amenity (visual and aural) of the area and the impact upon Highway Safety. As such the key issues for consideration in this application are:-

1. Impact upon Amenity
2. Impact upon Highway Safety

The NPPF, Policy 12, Paragraph 132 states that *'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

As the advertisement is within a conservation area and in the locality of a listed building then special regard is to be had to the desirability of preserving the listed building and its setting and also pay special attention to preserving or enhancing the character of appearance of the conservation area as part of the amenity impact assessment process.

1. Impact upon Amenity

As the site is located within the setting of Listed Buildings including the Grade II Listed Pipewell Hall to the west and the Grade II Listed Pipewell Hall Coach House to the south the proposal falls to be considered under Section 66 of The Planning (Listed Buildings and Conservation Areas) Act 1990 which sets out the duty of Local Planning Authorities (when considering whether to grant planning permission for development which affects a listed building or its setting) to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

In addition given that the site is located within the Pipewell Conservation Area it also falls to be considered under Section 72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 which sets out the duty of Local Planning Authorities to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.

The advertisement consists of a single board mounted upon two timber posts

set in the grass verge adjacent to the private access. The sign has a two-tone background with white at the top and dark green at the bottom. There is blue lettering 'Pipewell Hall' across the white background, including an emblem, and white 'Wedding Venue' and dark yellow 'Tradesmen's Entrance Only' lettering across the green background. Whilst a smaller sign would probably serve the purpose as well, given the limited period of the consent (up to 3 years), the proposal is assessed as submitted.

The sign is located behind the stone walled access leading off the public highway and is set back from the back-edge of the highway such that glimpses of the sign would only be possible when driving along the highway in a northerly direction.

The pallet of colours chosen for the sign are subdued in their appearance and the lettering is of a clean and sophisticated design to give the overall appearance of a sign that is respectful of its heritage setting. The choice and green and white backgrounds also helps to partly merge the sign into the background that consists of fairly dense, mostly deciduous, vegetation. The advertisement is also set away from the buildings.

Due to the subtle choice of colours, the elegant stencilling, the location and being non-illuminated then the advertisement is considered to respect the character and appearance of the area and preserve the setting of the surrounding heritage assets. Furthermore, these elements are considered to be acceptable in respect of safeguarding residential amenities and would not lead to any cumulative impacts.

2. Impact upon Highway Safety

The proposed advertisement is non-illuminated and is located away from the public highway and inside the stone walled access point. As a result it will not pose a risk to pedestrians passing by. With no illumination and being static it will not result in a distraction to passing motorists and therefore is considered to be acceptable in this regard.

With regard to visitors to the residential properties situated off the private driveway reversing out onto the public highway because they may be deterred by the 'Tradesmen's Entrance Only' informative lettering, this is not regarded as a risk to highway safety as visitors are likely to be aware of the destination to which they are travelling to and would, in the first instance, be opined to be responsible motorists whom would make use of the ample turning areas within the site to exit back onto the highway in forward gear in the event that they have arrived at their wrong destination.

Conclusion

The proposal respects the visual amenities of the building and the area, and as it is limited to one sign in a non-invasive location, it preserves the character and appearance of heritage assets. It will also not have a detrimental impact upon Highway Safety and therefore conditional consent for a three year period should be granted.

Background Papers

Title of Document:

Date:

Contact Officer:

Alan Chapman, Development Officer on 01536 534316

Previous Reports/Minutes

Ref:

Date: