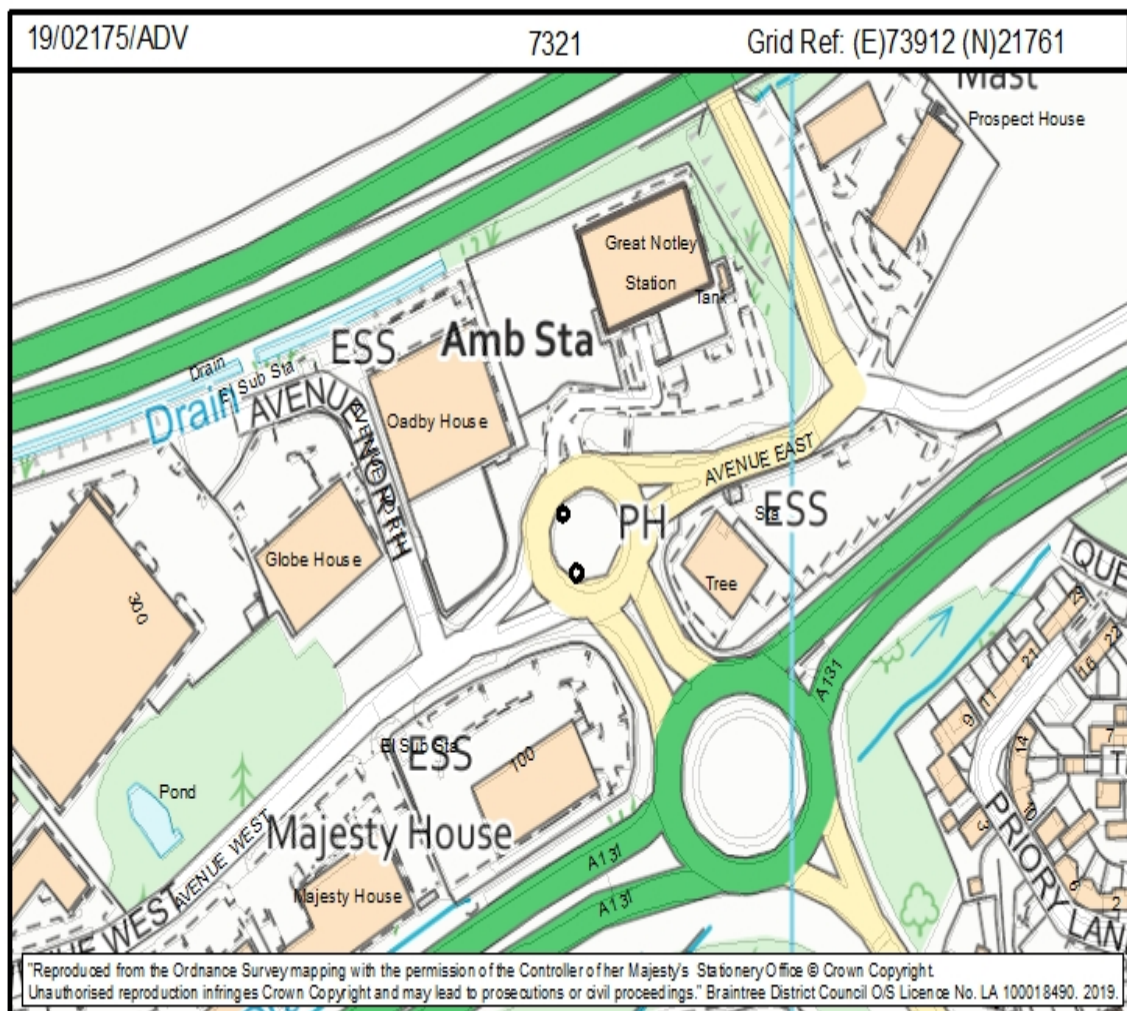


PART B

AGENDA ITEM NUMBER 5.15

APPLICATION NO: 19/02175/ADV  
DATE: 10.01.20  
VALID:  
APPLICANT: Mr Jeremy Taylor  
Braintree District Council, Bocking End, Braintree, CM7 9HB  
DESCRIPTION: 2 No. non-illuminated roundabout sponsorship signs.  
LOCATION: Roundabout Between Avenue West And, Queenborough Lane, Great Notley, Essex

For more information about this Application please contact:  
Fiona Hunter on:- 01376 551414 Ext.  
or by e-mail to: [fiona.hunter@braintree.gov.uk](mailto:fiona.hunter@braintree.gov.uk)



The application can be viewed on the link below.

<http://publicaccess.braintree.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=Q1XKYGBF0H500>

## SITE HISTORY

|              |   |                                |          |
|--------------|---|--------------------------------|----------|
| 04/00075/REF | Installation of radio base station comprising of a 15m timber monopole incorporating 3 no. 1.7m antennas, 1 no. 200mm transmission dish and equipment cabin and ancillary development |                                | 25.11.04 |
| 05/00065/REF | Installation of 15m slim line monopole incorporating 3 no. 1.7m antennas, 1 no. 200mm transmission dish with NEC Node B equipment and ancillary development                           | Appeal Allowed                 | 27.10.06 |
| 04/01204/T56 | Installation of radio base station comprising of a 15m timber monopole incorporating 3 no. 1.7m antennas, 1 no. 200mm transmission dish and equipment cabin and ancillary development | Permission Required            | 05.08.04 |
| 94/00980/REM | Proposed Village Spine Road   | Granted                        | 14.10.94 |
| 05/00818/T56 | Installation of 15m slim line monopole incorporating 3 no. 1.7m antennas, 1 no. 200mm transmission dish with NEC Node B equipment and ancillary development                           | Refused then allowed on appeal | 14.06.05 |
| 08/01295/ADV | Display of 3 no. non-illuminated sponsorship signage  | Withdrawn                      | 30.07.08 |
| 08/01866/ADV | Display of 2 no. non-illuminated advertising signs  | Granted                        | 14.11.08 |

## POLICY CONSIDERATIONS

Currently the Council's development plan consists of the Braintree District Local Plan Review (2005) and the Core Strategy (2011).

The Council is currently working on a Draft Local Plan, which was approved by the Council unanimously for consultation on the 20<sup>th</sup> June 2016 and was the subject of public consultation between the 27<sup>th</sup> June and 19<sup>th</sup> August 2016. The Draft Local Plan, now referred to as the Publication Draft Local Plan, was approved by the Council on 5<sup>th</sup> June 2017 for consultation and for submission to the Secretary of State. The public consultation ran from 16<sup>th</sup> June to 28<sup>th</sup> July 2017. The Publication Draft Local Plan was submitted to the Secretary of State on the 9<sup>th</sup> October 2017.

The Publication Draft Local Plan is currently the subject of an examination by an Inspector appointed by the Secretary of State for Housing, Communities and Local Government.

The joint North Essex-Authorities (NEAs) have received a post hearing letter dated 8<sup>th</sup> June 2018. This letter outlined a number of shortcomings about the Garden Communities in the Section 1 Plan relating to transport infrastructure, employment, viability, and the sustainability appraisal.

The letter has outlined 3 options for how to proceed with the Section 1 Publication Draft Local Plan.

- Option 1 – Remove the Garden Communities proposals from the Section 1 Plan at this stage, and commit to submitting a partial revision of Section 1 for examination by a defined time.
- Option 2 – The NEAs carry out further work on evidence base and Sustainability Appraisal, and bringing forward any resulting revised strategic proposals, before the commencement of the Section 2 examinations. This option would result in the suspension of the examination, and the part 2 examination could not take place.
- Option 3 – Withdraw Section 1 and Section 2 of the Plans from examination and to resubmit them with any necessary revisions, after carrying out required further work on the evidence base and Sustainability Appraisal, and the relevant consultation and other procedures required by legislation.

A further Supplementary Post-hearing letter dated 27<sup>th</sup> June has also been received. This letter provided the Inspectors views on policy SP3 of the Section 1 Plan which covers housing requirements. The letter concludes that the housing requirement figures for each of the NEAs set out in policy SP3 is its respective objectively-assessed housing need, which for Braintree is 716 dwellings per annum.

The North Essex Authorities have agreed to produce further evidence to present to the Planning Inspector on the section 1 Local Plan. The authorities will need to agree with the Planning Inspector a timetable for the completion of this work, but this will result in a delay to the adoption of the Local Plan.

In accordance with paragraph 48 of the NPPF, from the day of publication the Council can give weight to the emerging Draft Local Plan and the weight that can be given is related to:

*“The stage of preparation of the emerging plan (the more advanced the preparation, the greater the weight that may be given);*

*The extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given) and;*

*The degree of consistency of the relevant policies in the emerging plan to the policies in this Framework (the closer the policies in the emerging plan to the policies in the Framework, the greater the weight that may be given)”.*

Accordingly the Council can currently afford some weight to the emerging Publication Draft Local Plan 2017.

It should also be noted that the Council was previously working on a Site Allocation and Development Management Plan (the ADMP). This plan was subject to extensive public consultation in 2013 and 2014. The ADMP was not however submitted to the Planning Inspectorate, due to the decision to begin work on a new Local Plan, to take into account the most up to date Government guidance. However parts of the ADMP have been rolled forward into the Draft Local Plan. It is therefore considered that it would be consistent with the provisions in paragraph 48 of the NPPF, to afford more weight in decision making to the parts of the Draft Local Plan which have been rolled forward from the ADMP, due to the more advanced stage reached by those elements.

#### National Planning Guidance

National Planning Policy Framework (NPPF)  
National Planning Practice Guidance (NPPG)

#### Braintree District Local Plan Review 2005

RLP90        Layout and Design of Development  
RLP107       Outdoor Advertisements

#### Braintree District Local Development Framework Core Strategy 2011

CS9           Built and Historic Environment

#### Braintree District Publication Draft Local Plan 2017

LPP55        Layout and Design of Development

### Neighbourhood Plan

None

### Other Material Considerations

None.

### INTRODUCTION / REASON FOR APPLICATION BEING CONSIDERED AT COMMITTEE

This application is being reported to the Planning Committee in accordance with the Council's scheme of delegation as the Applicant is Braintree District Council.

### SITE DESCRIPTION

The application site consists of a roundabout at the junction of Avenue West and Avenue East.

### PROPOSAL

The application seeks advertisement consent for the installation of two non-illuminated advertisements. The adverts would measure 1.0m in width, 0.5m in height, and the base of the sign would be 0.5m above the ground. Overall, the adverts would be 1.0m in height.

One advert would be located at the south of the roundabout facing the roundabout to the south and the other to the north of the roundabout.

### CONSULTATIONS

#### ECC Highways

Raised no comments.

### PARISH / TOWN COUNCIL

Great Notley Parish Council – No objections.

### REPRESENTATIONS

None.

## REPORT

### Advertisement Regulations 2007

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 stipulates how an application for advertisement consent can be determined. The only considerations relevant include visual amenity (how the signage would look in its context), and highway safety impacts (whether the signage has the potential to distract drivers and therefore impede on the safety of road users).

### Highway Safety Impacts

The proposed signage would not be illuminated. The signs would be visible for users of the highway, however they are not of a size such that they would be overly prominent or distracting for highway users. Essex County Council Highways raise no objections to the application on grounds of impacts on highway safety.

Officers are satisfied that the proposed advertisements would not impede on the safety of the highway or its users.

### Visual Amenity

Policy RLP90 of the Adopted Local Plan and LPP55 of the Draft Local Plan sets out to ensure that development which affects the public realm shall be of a high standard of design and materials. Policy RLP107 of the Adopted Local Plan states that particular importance shall be paid to the design and siting of outdoor advertisements in sensitive locations, such as urban fringes, countryside and residential areas.

The proposed signage would not be prominent, and would be acceptable in terms of design providing a consistent approach to signage on the roundabout, replacing the existing varying types of advertisements.

The proposed signage is considered acceptable having regard to visual amenity and accords with the abovementioned policies.

## CONCLUSION

The proposed signs would not be illuminated, and would be sited in appropriate locations on the roundabout to an acceptable design. The proposed signs are acceptable with regards to visual amenity. In addition the signs would not give rise to any highway safety impacts.

The application is recommended for approval.

## RECOMMENDATION

It is RECOMMENDED that the following decision be made:  
Application GRANTED subject to the following conditions and reasons and in accordance with approved plans:-

## APPROVED PLANS

Location Plan  
Signage Details

- 1 The consent hereby granted shall expire at the end of a period of 5 years from the date hereof.

### Reason

This condition is imposed pursuant to the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 and in the interests of visual amenity.

- 2 The consent hereby permitted shall be carried out in accordance with the approved plans listed above.

### Reason

For the avoidance of doubt and in the interests of proper planning.

- 3 There shall be no illumination of the signs whatsoever.

### Reason

In order to avoid prejudice to highway safety for motorists, and to protect the visual amenity of the locality.

## INFORMATION TO APPLICANT

1 Your attention is drawn to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the need to comply with the following:

- (i) 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.
- (ii) 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.
- (iii) 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.
- (iv) 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.
- (v) 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.

CHRISTOPHER PAGGI  
PLANNING DEVELOPMENT MANAGER