



Report of the Chief Planning Officer

PLANS PANEL EAST

Date: 1st November 2012

Subject: APPLICATION 12/03300/ADV – Retrospective consent for six flag signs and two non illuminated signs at Churchfields, High Street, Boston Spa LS23.

APPLICANT

Taylor Wimpey

DATE VALID

31 July 2012

TARGET DATE

25th September 2012

Electoral Wards Affected:

Wetherby

Yes Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

RECOMMENDATION: GRANT advertisement consent subject to the following condition:

1. Within three years from the date of this decision the flags and signs hereby approved shall be removed.

Reasons for approval: The application is considered to comply with policies GP5, BD8, BD9 and N10 of the UDPR as well as the guidance contained within the Boston Spa Conservation Area Appraisal and Management Plan. The application also complies with the Council's Supplementary Planning Document - Advertising Design Guide and with the National Planning Policy Framework as well as having regard to all other material considerations.

1.0 INTRODUCTION:

- 1.1 This application has been brought to Plans Panel at the request of Councillor J. Procter. The Councillor raised issues concerning the impact that the signs and flags have on the character of this rural location and the character of the Conservation Area.

2.0 PROPOSAL:

- 2.1 Six flags and two non-illuminated double sided signs, advertising the developers name and the development, have been erected close to the front entrance of the site; behind a

boundary hedge. The flags have been arranged in two groups with each group featuring three flags and a double sided sign.

2.2 The flag poles measures 6m in height, whilst the flags measure 1m x 2m.

2.3 The double sided sign measures 1.5m in width and 3.56m in height.

3.0 SITE AND SURROUNDINGS:

3.1 The site was formerly an agricultural field prior to the Inspector's decision to allow the appeal for residential development. The works for the residential development has now commenced. The developer has erected a sales office towards the western end of the site, which is set slightly back from the highway. Two vehicle access points have been partially laid out. One to the eastern part of the site and the other towards the west. The site features a substantial mature hedge along the front boundary. The listed St. Mary's Church is located to the east, and important views of the tower of this church are possible when entering Boston Spa from the west. To the north is a river, and this is one of the few sites in Boston Spa where you can see across to the other side of the river. To the south are residential properties, a number of which are old and Georgian in style, built of stone. To the west lies the Deepdale site with medical centre, playing fields and utilitarian community centre.

4.0 RELEVANT PLANNING HISTORY:

4.1 This application follows a previously refused scheme which proposed to position three of the proposed six flags and one of the two double sided signs to the east of the site close to the listed St Mary's Church (12/02022/ADV). The application was refused on the grounds that the sitting of the flags and signs would be harmful to the visual amenity and character of the Conservation Area and the views and vista of the St Mary's Church.

4.2 In 2009, two applications were refused for housing on this open site one of the applications proposed 153 houses with access (09/04531/FU) and the other proposed 170 houses with access (09/02128/FU). Both applications were allowed at Appeal.

5.0 HISTORY OF NEGOTIATIONS:

5.1 Following the refusal of the previous application which proposed the erection of flags and signs, alternative positions for the signs were discussed with the developer. The proposed scheme follows the advise given during the discussions.

6.0 PUBLIC/LOCAL RESPONSE:

6.1 Cllr Wilkinson comments that the signs would be out of character in a rural village setting and an invasion on the street scene.

7.0 CONSULTATIONS RESPONSES:

7.1 Highways comments that the proposed signs are located back from High Street and therefore would not interfere with visibility in this location.

8.0 PLANNING POLICIES:

8.1 The development plan comprises the Regional Spatial Strategy to 2026 (RSS) and the adopted Leeds Unitary Development Plan (Review 2006). The RSS was issued in May 2008 and includes a broad development strategy for the region, setting out regional priorities in terms of location and scale of development. Given the strategic nature of the RSS, it is not considered that there are any policies relevant to the determination of the current proposal.

8.2 Unitary Development Plan Review Policies:

GP5- General amenity considerations

BD8- All signs must be well designed and sensitively located within the street scene. They should be carefully related to the character, scale and architectural features of the building on which they are placed.

BD10- Promotional Banners and other forms of promotional banners and other forms of temporary advertising needing consent will not normally be permitted, especially within Conservation Areas.

- 8.3 Boston Spa Conservation Area Appraisal and Management Plan- Includes reference to the need to protect key vistas. This includes the need to protect vistas of St. Mary's Church when approaching from the west.
- 8.4 Supplementary Planning Document 'Advertising Design Guide'- the document states that the designation of an area as a conservation area does not automatically preclude outdoor advertising, but special attention should be paid to the necessity of preserving or enhancing the character or appearance of that area.
- 8.5 National policy and guidance
National Planning Policy Framework states that;
- Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.
 - Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

9.0 MAIN ISSUES

- 9.1 In dealing with applications for advertisement consent the Planning Authority's consideration is limited to their impact on amenity and public safety. Therefore, the following will be considered within the Appraisal section of the report;
- Visual amenity / impact on the character of the Conservation Area
 - Public Safety
 - Public Representations

10.0 APPRAISAL

Visual amenity / impact on the character of the Conservation Area

- 10.1 The application seeks retrospective consent for six flags and two signs that have been constructed to the front of the site. The flags and signs advertise the housing development that is under construction and the name of the developer. The signage will be removed once the development is completed.
- 10.2 Policy BD10 of the UDPR, in normal circumstances, discourages granting consent to temporary advertising and promotional banners especially within Conservation Areas. It is acknowledged that signs in this rural location would not normally be acceptable. The proposed flags and signs are non-illuminated, they will be seen against the backdrop of a housing development site and are temporary structures that will be removed once the housing development is completed. Therefore, it is not considered that their visual harm to the character of the Conservation Area will not be lasting or permanent, and it is considered

that under these circumstance the flags and signs can be considered to comply with policy BD10.

- 10.3 Following the reason for the refusal of the previous scheme, the applicant has taken steps to ease the visual impact of the flags and signs as much as possible. The signs have been confined towards the western entrance of the site, which ensures that the visual amenity of the majority of the site and the setting and views of the Listed St Mary's Church (located to the to east) is protected, and only a small section of the site, i.e. the area around entrance, is disturbed. The signs have also been positioned away from the public realm behind a mature hedge. Therefore, it is considered that the position of the signs and the fact that they are non-illumination reduces their prominence on the street.
- 10.4 Furthermore, flags and signs advertising residential developments are typically present on large and small residential development sites all around the country. It is generally considered to be reasonable for a developer to erect signs in order to advertise a development, as long as the signs are of a reasonable size and are proportionate to the scale of the development. In this instance, the signs proposed will appear to be of a reasonable size and proportion when seen in the context with the housing development and the site. Moreover, it will be in the interests of the local residents to see the development completed as soon as possible, thus minimising the disruption caused during the construction process. It is considered that effective marketing of the new houses will be instrumental in shortening that process.

Public Safety

- 10.5 Given that the signs are non- illuminated and that they are set a reasonable distance away from the High Street, it is not considered that the signs raises any highway safety or public safety concerns. Highways have assessed the application an d raised no objection.

Public Representation

- 10.6 Concern raised by Cllr Wilkinson that the flags and sings will have an adverse impact on the character of the area, has been discussed in the report. It is acknowledged that the flags and signs under consideration, would not normally be acceptable within the this rural location. The proposed flags and signs are non-illuminated, they will be seen against the backdrop of a housing development site and they are temporary structures that will be removed once the housing development is completed. Therefore, it is not considered that their visual harm to the character of the Conservation Area will not be significant

11.0 CONCLUSION

- 11.1 It is acknowledged that the flags and signs that have been constructed to the front of the site would not normally be acceptable within the this rural location. The signs are non-illuminated, will be seen against the backdrop of a large construction site and will be removed once the development is completed. Therefore, it is not considered that the sings and flags will significantly harm the character of the Conservation Area. It is also considered that the signs will assist in the speedy completion of the residential development, and thereby reduce the disruption the construction process is likely to cause to the local community. Therefore, it is considered that the flags and signs should be granted temporary consent.

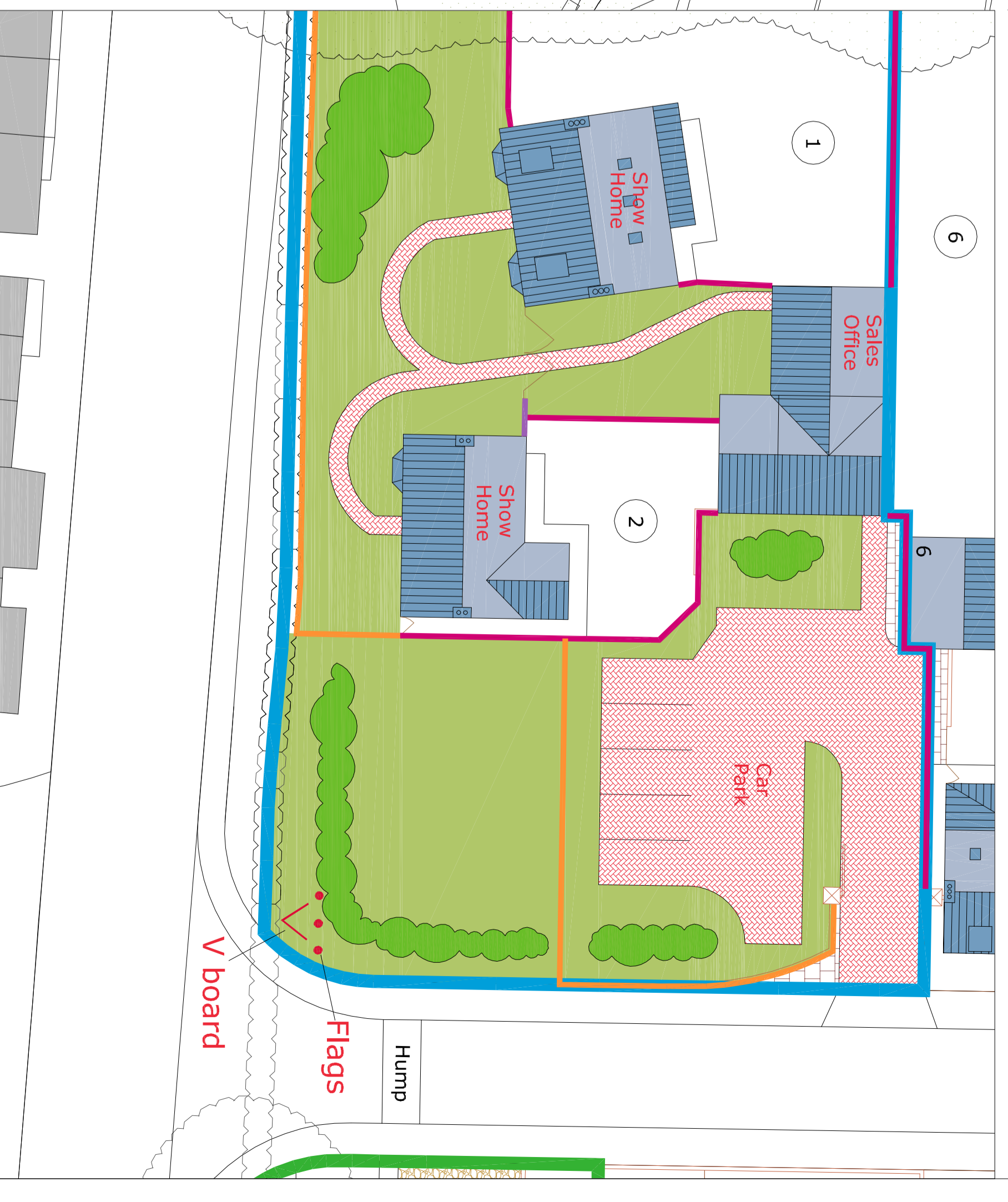
Background Papers:

Planning application file: 12/03300/ADV

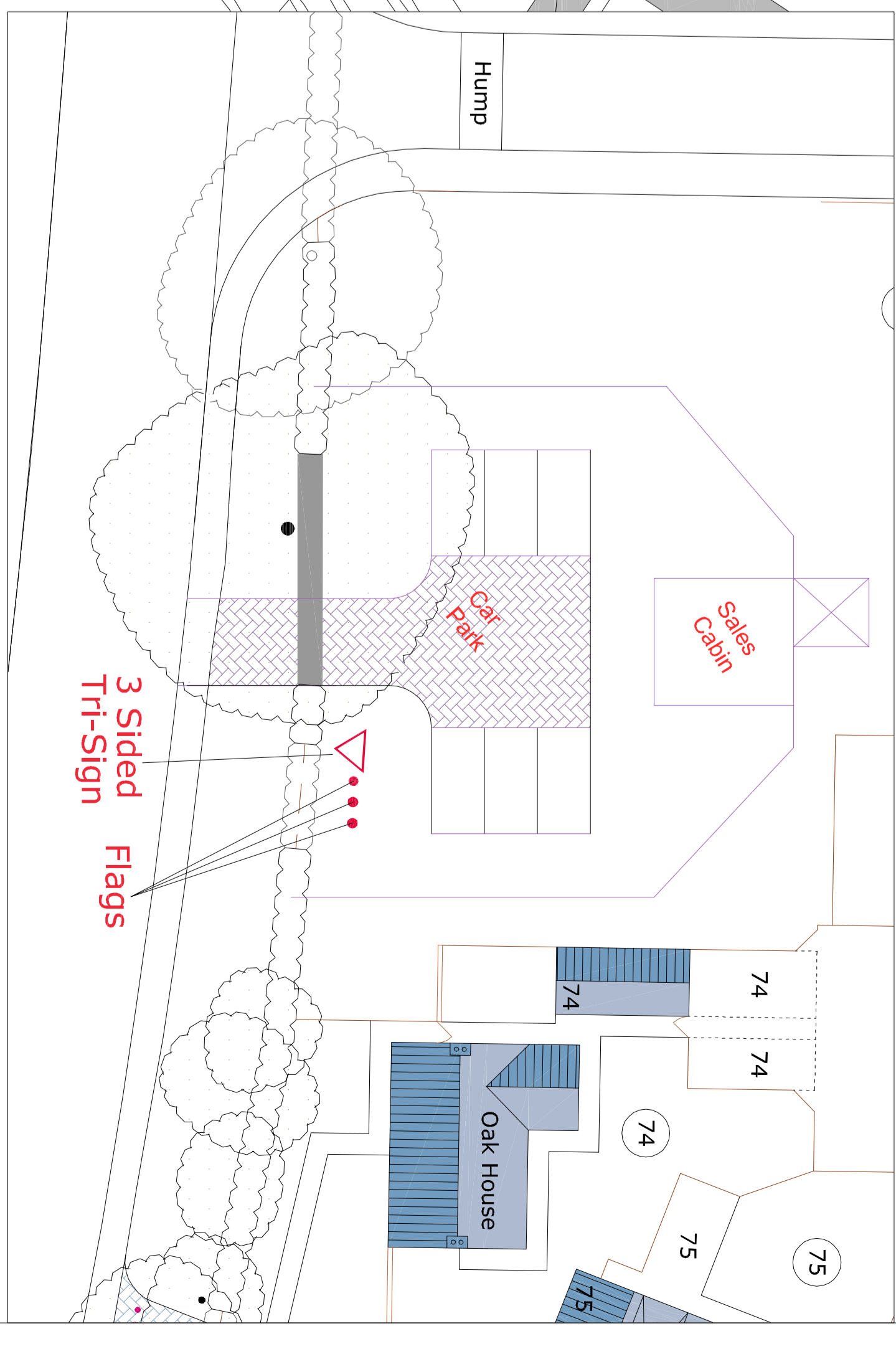
Certificate of Ownership: Taylor Wimpey



Sales Area Signage



Temporary Sales Area Signage



REV	DATE	DESCRIPTION	BY
001		Church Fields, High Street, Boston Spa	
<p>TITLE: Sales Advertisement Layout</p> <p>SCALE: 1:500MMS</p> <p>DATE: 2020.12</p> <p>PROJECT: 188.58AL</p>			
<p>Taylor Wimpey, 1000, Victoria Lakeside Court, Premier Park at the Riverside, Sheffield, S20 2JN Tel: 0114 212 1200 Fax: 0114 212 1200</p> <p>Taylor Wimpey</p>			

Suitable arisings from excavations provide useful engineering materials for raising levels and in forming and contouring areas of landscaping. Accordingly, the finished surface levels on this development have been designed to incorporate the benefits of this material, either derived on this site, or on other TWUK developments.

3050x1500

137.5mm
137.5mm

**Taylor
Wimpey**

77.5mm

Coming soon

183mm

**Stainton
Mews**

1490mmx1500mm
blue panel

79.25mm

A new development of
3 & 4 bedroom mews
style homes

142.75mm

To register your interest
please call:

660mmx1500mm
red panel

146mm

01642 626221

112mm

taylorwimpey.co.uk

4mx100mm
posts

Text within Blue Panel will
be replaced with:

Coming Soon

Church Fields

A Development of Exclusive
2,3,4 & 5 Bedroom Homes

Open 10am - 5.30pm

Text within Blue Panel on
reverse of Tri-sign will
be replaced with:

Goodbye

**Thank You
for Calling**

Have a Safe Journey

JOB
Church Fields, Boston Spa

SCALE
NTS

DRAWN	RF	CHKD	-
DATE	09.05.12	DATE	-

TITLE
Signage Detail

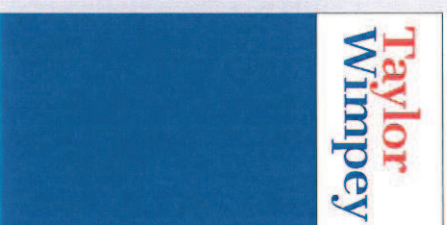
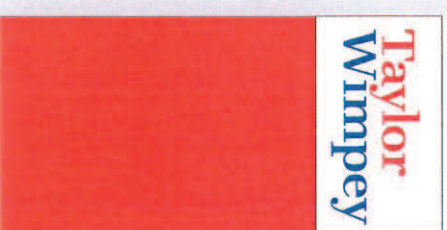
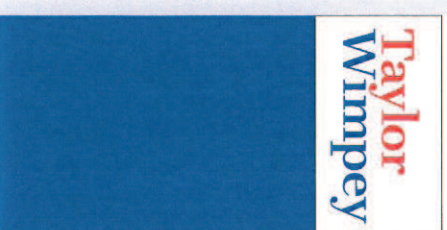
Taylor Wimpey North Yorkshire
Lockheed Court, Preston Farm Ind Est.
Stockton On Tees, TS18 3SH.
Telephone 01642 626200
Fax 01642 626204

**Taylor
Wimpey**

DWG No.
188SD
Rev.

Flags

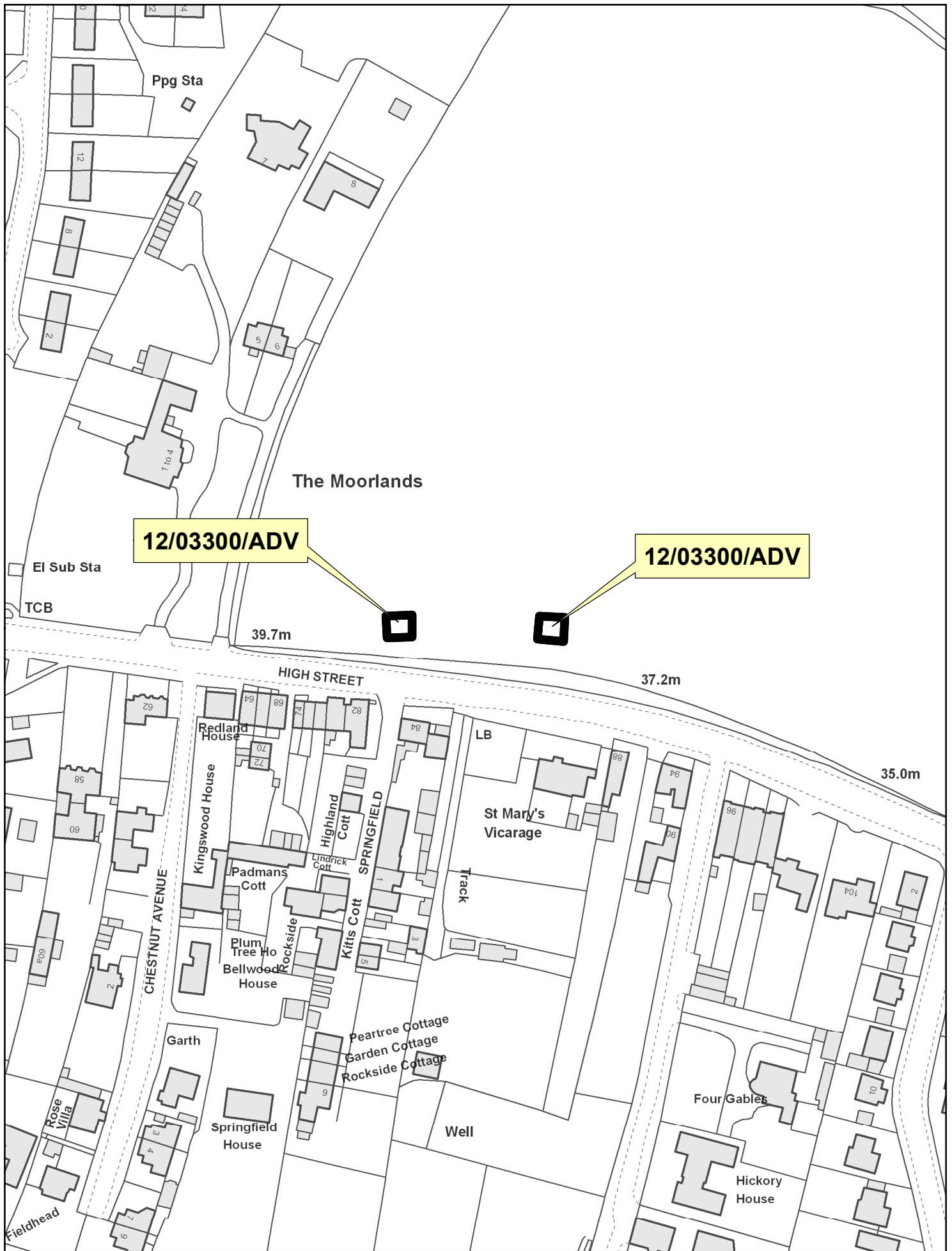
2.07



Flags help create a landmark presence for a development and help visitors navigate to the site.

Flags come in one size and shape. They are single sided and the rotating arm ensures they are visible even if there is no wind.

Flags should be hung in sets of three – two Blue and one Red.



NORTH AND EAST PLANS PANEL

