

SIDMOUTH TOWN
(Sidmouth)

07/2630/ADV

Target Date: 13.11.2007

Applicant:

Street Scene EDDC

Location:

Connaught Gardens Peak Hill Road

Proposal:

Display of award flag on pole

CONSULTATIONS

County Highway Authority

No objections

Property Services

No Objection. This application is made on behalf of the Council and is to promote the Council's tourism image.

Property Services

No Objection

Conservation Officer

No objection since this is a re-submission of a previous approval.

TOWN/PARISH COUNCIL

Approve

WARD MEMBER(S)

No comments received

Representations

Objections

2 letters, from the same objector, have been raised raising the following points:

- The flagpole is tall, obtrusive and ugly.
- It is unclear what the flag is for.
- The flag could be construed as an advertisement.
- Inappropriate position and out of place.
- Opposite Pilgrim Cottage – a listed building.

RELEVANT PLANNING HISTORY

App.No.	Proposal	Decision	Date
05/1978	Advert consent for sign on flagpole	Approve	05/09/05

PLANNING POLICIES

Devon County Structure Plan (2001-2016)

Policy C06 – Quality of New Development
Policy C03 - Areas of Outstanding Natural Beauty

East Devon Local Plan (1995-2011)

Policy D1- Design and Local Distinctiveness
Policy S4 – Development within Built-up Boundaries
Policy EN1 – Development in Areas of Outstanding Natural Beauty
Policy D8 – Applications for Display of Advertisements
Policy EN13 – Development Affecting Parks and Garden of Special Historic interest
Policy D9 (Adverts Within Areas of Special Control)

Supplementary Planning Guidance

PPG19 – Outdoor Advertisement Control

SITE LOCATION AND DESCRIPTION

The application site is in Connaught Gardens, which is located approximately 1km southwest of Sidmouth Town Centre.

The site is to the north-western edge of the gardens, approximately 400m east of the entrance to Cotmaton Road, and around 250m south west of Westcliff Hotel. In addition, the site is within an area of special control for advertisement, and consequently advertisement consent within this area should be strictly controlled. The Connaught Gardens is also a Grade II Historic garden.

PROPOSED DEVELOPMENT

The proposal seeks the extension to a temporary advertisement consent granted in 2005. The advertisement consent is for the retention and continuation for a flag measuring 1800 mm in length and 900mm in breadth reading 'Green Flag Award' (this flag has white lettering on a green background); this flag is hoisted on a white pole measuring 8m in height (measurements approx.).

CONSIDERATIONS AND ASSESSMENT

This application is before the Development Control Committee because the applicant is the council in this instance.

The site has the following designations:

- Land of Local Amenity Importance;

- Included on the list of historic park and gardens;
- Adjacent to a World Heritage Site;
- Conservation Area;
- Area of Outstanding Natural Beauty;
- Coastal Preservation Area; and,
- County Wildlife Site.

Accordingly, the site is situated in a sensitive area.

As such due care should be taken to ensure any signage is not detrimental to the surrounding visual amenity or public safety in line with the general provision of Section 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Public Safety

Following the previous application, the Highway Authority has no objections. Therefore it is not considered that the proposal would create an obstructive element to highway safety.

Amenity

The colour and size of the proposal are considered acceptable. The signage is relatively small white lettering and symbols against a green backdrop on a white flagpole. The height of the proposal is not deemed to affect the visual quality of the site to the degree of warranting refusal.

Although the area is an Area of Special Control in regard to advertisement, it is considered that due to its context and backdrop it is not considered to be overly prominent to the street scene or wider vistas of the designated AONB.

There is a listed property opposite the site known as 'Pilgrim Cottage', which is situated on the opposite side of the highway. Due to the distances involved and lack of impact on visual amenity to the wider area, the displayed advertisement is not considered to detrimentally impact upon the setting or historic interest of the listed building.

CONCLUSIONS

It is considered that the application is considered acceptable for the continued display of the advertisement in accordance with the development plan, without overriding material considerations. Due to the sensitive designation of the site the consent will again be temporary. As the advertisement is already being displayed a compliance time limit condition is not required.

RECOMMENDATION

APPROVE subject to the following conditions:

1. The advertisement hereby granted consent shall not be displayed at any time after 31 December 2009 and at that time the flagpole shall be removed unless otherwise agreed in writing with the Local Planning Authority.
(Reason – The 'Green Flag' is a temporary award and a longer consent would not be in the interests of protecting the character and appearance of the site.)

2. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority
(Reason – As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.)
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
(Reason – As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.)
4. Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
(Reason – As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.)
5. No advertisement shall be sited or displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
(Reason – As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.)
6. No advertisement shall be sited or displayed so as to obscure, or hinder ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).
(Reason – As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.)

List of Background Papers

Application file, consultations and policy documents referred to in the report