

SITE PLAN ATTACHED

LAND AT BROOKFIELD CLOSE HUTTON ESSEX

ADVERTISEMENT CONSENT FOR: 2X NON ILLUMINATED TIMBER V-FRAME (TRIANGULAR) SIGN BOARDS AND 1X NON ILLUMINATED TIMBER PANEL SIGN

APPLICATION NO: 22/01637/ADV

WARD	Hutton Central	8/13 WEEK DATE	17 January 2023
PARISH		POLICIES	BE14
CASE OFFICER	Brooke Pride		
Drawing no(s) relevant to this decision:	62 P01, HBS-DR-B-61 P04, HBS-DR-B-60 P03, Supporting Statement		

This application is a scheduled Committee item because the application is submitted by the Brentwood Borough Council's Housing Team and concerns Council owned land.

1. Proposals

Advertisement consent is sought to display one non-illuminated timber panel sign at the corner of Brookfield Close and Rosen Crescent and two non-illuminated timber V frame (triangular) sign boards, one on the corner of Hutton Drive and the other facing onto Hanging Hill Lane. The signs are to advertise the forthcoming zero carbon in use affordable housing which is to be built in replacement of the existing development at Brookfield Close (application reference 20/01912/FUL).

The applicant wishes to erect the above signage to advertise the regeneration of the site and provide further information to the public whilst the site is developed. Consent is sought to display the advertisement until 06/01/2025.

The proposed timber panel sign will measure 1.8 metres in height, 1.5 metres in width and 0.25 metres in depth and would be positioned 0.6 metres above ground level on two timber posts. The overall total height of the sign would be 2.4 metres.

The two V frame sign boards will have two sides, the sign will measure 1.8 metres in height, 1.5 metres in width and 0.25 metres in depth and would be positioned 0.6 metres above ground level on three timber posts between the two sides. The overall total height of the sign would be 2.4 metres.

The advertisement would have a white background with predominantly green and black lettering alongside an image of the development approved under 20/01912/FUL and contact details and a QR code for more information.

2. Policy Context

National Planning Policy and Guidance

- National Planning Policy Framework (NPPF)
- National Planning Practice Guidance (NPPG)
- National Design Guide (NDG)

Development Plan, Policies and Supplementary Planning Documents

- The Brentwood Local Plan (2016-2033) (BLP)

The Plan was adopted as the Development Plan for the Borough on 23 March 2022. At the same time the Brentwood Replacement Local Plan, August 2005 (saved policies, August 2008) was revoked. The following policies are most relevant to this application:

BE14 – Creating Successful Places

3. Relevant History

- 20/01912/FUL- Redevelopment of site including demolition of houses and bungalows and development of 62 zero carbon homes incorporating extensions and conversion of Courage Court to form 22 flats, construction of 16 houses and 24 flats; provision of open space, landscaping and associated works – Approved – 12.07.2021

4. Neighbour Responses

None.

5. Consultation Responses

- **Highway Authority:**

The information that was submitted in association with the application has been fully considered by the Highway Authority. The proposed signs are all located clear of the highway boundary.

Therefore, from a highway and transportation perspective, the impact of the proposal is acceptable to the Highway Authority as it is not contrary to policy.

6. Summary of Issues

Principle of Development

Advertisements are controlled only with reference to their effect on amenity and public safety in accordance with Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The NPPF and Planning Practice Guidance (PPG) also provide guidance on advertisements, recognising that poorly placed advertisements can have a negative impact on the appearance of built and natural environment and on public safety.

Paragraph 136 of NPPF states:

“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.”

In general the principle of displaying advertisements to advertise forthcoming developments is considered acceptable, the other material planning considerations in relation to amenity and public safety are considered below.

Amenity

“Amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements)(England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

The proposed advertisement does not make a sound and therefore aural amenity considerations are not relevant.

In assessing the impacts of visual amenity, the Local Planning Authority must assess the visual amenity in the immediate locality of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

Two of the adverts will be located fronting Hanging Hill Lane, set back from the highway and pathway. Hanging Hill Lane is a busy route so they will be highly

visible to drivers and pedestrians. The other sign is located along Brookfield Close, near to the road which turns into Rosen Crescent. All three locations are within residential areas, where advertisements such as proposed are not common features or part of the prevailing character of the area, but consent is sought only for a limited period of time (06.01.2025) until the development is due to complete, when the signs will be removed. It is common for regeneration sites to advertise the forthcoming development and it is an effective way to inform local residents of what is being built on the site.

The proposed text and illustration on the advertisement are considered acceptable and use muted colours. The advertisements are clear in their purpose and would not appear cluttered or include any overly bright colours which may appear out of character in this setting.

Therefore, taking into account the temporary nature of the advertisements, their design, and appearance, as well as their function in informing local residents of the new development, it is not considered that the proposal would result in a detrimental impact on the visual amenity of the area.

Public Safety

Factors relevant to public safety are specified in regulation 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007. Public safety is not confined to road safety and includes all the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air.

The vital consideration in assessing an advertisement's impact is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and other's safety.

All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. If it can be demonstrated that signs would be confused with traffic or directional signals or the visibility of drivers is impaired, an application may be refused.

In this case, two of the signs are facing Hanging Hill Lane one of which will return onto Hutton Close; Hanging Hill Lane is a major route connecting north Hutton to the south of the borough, it has a restricted speed limit but traffic often moves much slower because of the commuter effect at peak times in morning and afternoon. The third sign is in a residential road where it is more likely motorists will be moving at a much slower speed and the location of the advertisements on the grass verges set back from the road would not impact on driver visibility or have a detrimental effect on public safety.

Furthermore, given the location of the proposed advertisement, it is considered unlikely to pose harm to security or adversely affect any cctv cameras in the area and as such the proposal would not affect crime prevention.

Conclusion

Having taken all material planning considerations into account, it is considered that the proposed advertisement would not have a detrimental impact on the amenity of the surrounding area or on public safety and therefore, subject to appropriate conditions, it is considered acceptable and in accordance with the requirements of the NPPF and policies of the Brentwood Local Plan.

7. Recommendation

GRANT ADVERTISEMENT CONSENT subject to the following conditions:

1. The advertisement hereby granted consent shall not be displayed on the site after the date of completion of development or after 06/01/2025, whichever first occurs.

Reason: For the avoidance of doubt as to the length of consent and pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The development hereby permitted shall not be carried out except in complete accordance with the approved drawing(s) listed above and specifications.

Reason: To ensure that the development is as permitted by the local planning authority and for the avoidance of doubt.

3. 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.

4. 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); or
 - (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 purposes of security or surveillance or for the measuring the speed of any vehicle.

5. 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.

6. 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.
7. 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.

Reasons 3 – 7: These conditions are imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements)(England) Regulations 2007.

Informative(s)

1

The permitted development must be carried out in accordance with the approved drawings and specification. If you wish to amend your proposal you will need formal permission from the Council. The method of obtaining permission depends on the nature of the amendment and you are advised to refer to the Council's web site or take professional advice before making your application.

2

The following Development Plan policies contained in the Brentwood Local Plan 2016-2033 are relevant to this decision: BE14,; National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

3

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

BACKGROUND DOCUMENTS

All background documents including application forms, drawings and other supporting documentation relating to this application can be viewed online:

<https://www.brentwood.gov.uk/-/applicationsviewcommentandtrack>

