

5e 3/13/0130/AD – The erection of two sign boards at Warrenwood Industrial Estate, Stapleford, SG14 3NU for East Herts District Council

Date of Receipt: 08.02.2013

Type: Full – Other

Parish: STAPLEFORD

Ward: HERTFORD – RURAL NORTH

RECOMMENDATION:

That Advertisement Consent be **GRANTED** subject to the following conditions:

1. Standard advertisement (7A01)
2. All existing unauthorised advertisements located along the access road into the Warrenwood industrial estate shall be removed prior to the advertisements hereby permitted being displayed.

Reason: To avoid a cluttered appearance in the interests of the visual amenities of the area and highway safety in accordance with policy ENV29 of the East Herts Local Plan Second Review April 2007.

_____ (130130AD.NB)

1.0 Background:

- 1.1 The application site is shown on the attached OS extract. It is located within the Metropolitan Green Belt and forms two small pieces of land within the Warrenwood Industrial Estate, a designated Employment Site.
- 1.2 The existing access into the industrial estate from the High Road has a number of signage boards advertising the various businesses that operate in the estate. Many of these are unauthorised and the appearance of the site entrance is somewhat cluttered and unsightly at present.
- 1.3 The proposal is for the erection of two sign boards on the northern side of the access into the estate from the High Road. The proposed signage would comprise of one larger board, measuring 2.75 metres in height with a width of 1.5 metres which would display the names of those business that can be found within the estate and one smaller board, also of 2.75 metres in height but 0.62 metres wide, containing a map displaying the location of the businesses within the estate.
- 1.4 The plans that were initially submitted proposed a siting for the signs on

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the grass verge to the south of the access road. However, following concerns expressed by County Highways in respect of the proposed location of the signs, the application has been amended and now proposes a revised siting on the northern grass verge.

- 1.5 The applicant has indicated that the businesses within the industrial estate have erected their own signage at the entrance to the estate without consent and that, if advertisement consent is granted for the proposed two new signs, those businesses will be given 7 days notice to take the unauthorised boards down before they are removed by the Council. The new signage will provide replacement advertising for them at the entrance in a more appropriate and sensitive manner.

2.0 Site History:

- 2.1 An application was submitted for Advertisement Consent in 2001 under lpa reference 3/11/0731/AD. This application was withdrawn.

- 2.2 There is no other history at this site that is of any relevance to the current application.

3.0 Consultation Responses:

- 3.1 County Highways initially recommended refusal of the application based upon the plans that were submitted for signage on the southern side of the access which would have been in close proximity to the junction of the access with the High Road. Given the close proximity of the proposed signs to this junction, Highways considered that vehicles may stop to read the signs and cause other vehicles behind to back up along the public highway. This is particularly the case for those drivers approaching the site from the south who have a very limited view into the site as they turn into the access road.

County Highways have been consulted on the revised plans and have commented that the setback of the signs as shown on the revised plan should now be sufficient to ensure that there would be no significant impact on the free and safe flow of traffic on the public highway, and therefore their original objection is removed.

4.0 Parish Council Representations:

- 4.1 No comments have been received from the Stapleford Parish Council. Any representations received will be reported to Members at the committee meeting.

5.0 Other Representations:

5.1 The application has been advertised by way of site notice.

5.2 No further representations have been received.

6.0 Policy:

6.1 The relevant 'saved' Local Plan policy in this application is the following:-

ENV29 Advertisements Outside Conservation Areas

6.2 The National Planning Policy Framework is also a material consideration in this matter.

7.0 Considerations:

7.1 The determining issues with any application for advertisement consent are the impact of the proposed advertisements on amenity and public safety.

Amenity

7.2 It is considered that the proposed signage would not have a harmful impact on the amenity of the area where they are to be displayed; indeed it is considered that the proposal would improve the currently cluttered appearance to the site. The grass verges that adjoin the existing access into the industrial estate are currently cluttered with a number of individual unauthorised signs for the businesses operating within the estate. The aim of the current proposal is to provide one sign which advertises all of the businesses, with an accompanying site map, which would negate the need for the individual signs. A condition is recommended to be attached to any advertisement consent granted to require the removal of the existing signs. This is the intention of the applicant in any event and this requirement is considered to be reasonable one in this case.

7.3 Provided that the existing signage is removed from the site then the proposed signage would not result in any additional clutter. The proposed signs would be of an appropriate size, siting, scale and design for this location and therefore would not have a harmful impact upon the visual amenity of the area and would accord with the aims of Policy ENV29.

Public Safety

- 7.4 Having regard to the size and siting of the signs and the distance they would retain to the highway it is considered that they would not have an unacceptable impact on public safety.
- 7.5 The proposed signs have been re-sited to the northern grass verge and set back to a distance of approximately 24 metres from the junction of the access road with the High Road and approximately 35 metres from the point where the High Road would meet the southern point of the access into the site. This revised siting would allow for large vehicles to stop and view the signs with additional space between them and the High Road to avoid accidents occurring. These revised plans have sufficiently overcome the initial concerns that were raised by County Highways and as such they would no longer appear to pose a hazard to highway safety.

8.0 Conclusion:

- 8.1 The proposed signage is considered to be acceptable, would accord with the aims of Policy ENV29 and would not have an unacceptable impact upon amenity and safety.
- 8.2 Having considered the details of the proposal, Officers recommend approval of the application for advertisement consent subject to the conditions set out at the head of this report.