

5j **3/11/1126/AD – Flag pole and flag at The Ridgeway Local Park, The Ridgeway, Hertford, SG14 2LW for East Herts Council**

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**Date of Receipt:** 12.07.2011

**Type:** Advertisement Consent

**Parish:** HERTFORD

**Ward:** HERTFORD – SELE

**RECOMMENDATION:**

That consent be **GRANTED** subject to the following condition:

1. Standard advertisement (7A01)

**Summary of Reasons for Decision**

The proposal has been considered with regard to the policies of the Development Plan (East of England Plan May 2008, Hertfordshire County Structure Plan, Minerals Local Plan, Waste Local Plan and the 'saved' policies of the East Herts Local Plan Second Review April 2007), and in particular policies ENV29, and PPG19. The balance of the considerations having regard to those policies is that permission should be granted.

\_\_\_\_\_ (112611AD.HI)

**1.0 Background:**

- 1.1 The application site is shown on the attached OS extract and comprises the established Ridgeway local park located within Hertford's Sele Farm residential estate.
- 1.2 Sele Farm Community Centre is located to the west of the site, with residential properties to the east and south, and playing fields and Green Belt beyond to the north.
- 1.3 This application proposes a flag pole and flag to promote the Green Flag status of the park. The application has been made by East Herts Council's Environment Manager; hence it is referred to Members for a decision.

**2.0 Site History:**

- 2.1 There is no relevant site history in this case.

**3.0 Consultation Responses:**

3.1 There are no consultations in respect of this application.

**4.0 Town Council Representations:**

4.1 At the time of writing this report no response has been received from Hertford Town Council.

**5.0 Other Representations:**

5.1 The application has been advertised by way of press notice, site notice and neighbour notification.

5.2 At the time of writing this report, no letters of representation have been received.

**6.0 Policy:**

6.1 The relevant saved Local Plan policies in this application include the following:

ENV29 Advertisements outside Conservation Areas

6.2 In addition to the above, Planning Policy Guidance 19 'Outdoor Advertisement Control' is a consideration in determining this application.

**7.0 Considerations:**

7.1 In accordance with PPG19, the determining issues in the case of advertisement consent relate solely to impacts on visual amenity and public safety.

7.2 The proposed flag pole will measure 6m in height, with the flag measuring approximately 1.8m by 1m. It is proposed to be located at the southern end of the park, opposite residential properties in Perrett Gardens. The flag is proposed to promote the Green Flag status of the park, and this is considered to be a reasonable requirement in accordance with PPG19.

7.3 Overall Officers consider the siting, scale, height and design of the flag to be acceptable having regard to the visual amenities of the surrounding area. The flag will not appear unduly prominent or out of

### **3/11/1126/AD**

keeping in its landscape, nor will it harm the amenities of neighbouring residential occupiers. The site is not located within a Conservation Area or within proximity to any listed buildings.

- 7.4 The flag will have no impact on public safety given that it is located away from the public highway and will not be illuminated. Its scale and design is considered to be appropriate and will not serve as a distraction or a hazard for drivers. Further, the flag pole will have no impact on pedestrian safety.
- 7.5 Regard is had to Local Plan policy ENV29 which states that “the District Council will seek to discourage the display of signs which would be out of keeping with the style, scale, or character of a building or its surroundings; detrimental to the amenity of safety, by reason of general design, size, colour, position of sign, type or degree of illumination.” Officers consider that the proposal complies with these policy criteria and is therefore acceptable.
- 7.6 Permission is sought for the full five year period and I consider this to be reasonable and acceptable, subject to the conditions set out at the top of this report.
- 8.0 Conclusion:**
- 8.1 The proposed flag and pole will cause no undue harm to the amenities of the area, or public safety and is considered to comply with Local Plan policy ENV29 and national guidance in PPG19.
- 8.2 The application is therefore recommended for approval subject to the condition set out above.