

## SCHEDULE A: Applications with Recommendation

19/0852

Item No: 10

Date of Committee: 10/01/2020

**Appn Ref No:**  
19/0852

**Applicant:**  
Gleeson Homes

**Parish:**  
St Cuthbert Without

**Agent:**  
SRE Associates

**Ward:**  
Harraby South & Parklands

**Location:** Land adjacent to Hunters Crescent, Garlands Road, Carlisle

**Proposal:** Display Of Freestanding Sign

**Date of Receipt:**  
06/11/2019

**Statutory Expiry Date**  
01/01/2020

**26 Week Determination**

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### REPORT

**Case Officer:** Alanzon Chan

#### 1. Recommendation

- 1.1 It is recommended that this application is approved with conditions.

#### 2. Main Issues

- 2.1 Impact Upon Visual Amenity
- 2.2 Impact Upon Public Safety
- 2.3 Other Matters

#### 3. Application Details

##### The Site And The Proposal

- 3.1 In 2015, outline planning permission was granted for residential development on land to the north of Moorside Drive & Valley Drive (15/0161). In 2017, planning permission was granted for the reserved matters application to erect 166no. dwellings and associated infrastructure on the aforementioned site (17/0038). These dwellings are currently under construction.
- 3.2 This applicant seeks advertisement consent to display a non-illuminated, freestanding sign in association with the aforementioned approved residential development. The freestanding sign will be a directional sign to

direct both construction traffic, potential house buyers and other visitors to Moorside Place, where the new residential development is taking place.

- 3.3 The applicant proposes to locate the freestanding directional sign on a parcel of land at the junction where Hunters Crescent meets Garlands Road. The application site lies within a residential area as identified within the Local Plan Policies Map (2015-2030).
- 3.4 The proposed freestanding sign would measure 1.22m in height by 2.44m in width, with the bottom of the sign being 1.22m above ground level. The sign would be single-sided and would contain details of the developer including a logo and contact details, and an arrow indicating the direction towards Moorside Place, which is the name of the development at land to the north of Moorside Drive & Valley Drive. The sign will be constructed of aluminium composite with the background being predominately green and the lettering being predominantly white.

#### **4. Summary of Representations**

- 4.1 This application has been advertised by means of a site notice. No verbal or written representations have been made during the advertisement period.

#### **5. Summary of Consultation Responses**

**Cumbria County Council - (Highways & Lead Local Flood Authority):** No objection

**St Cuthberts Without Parish Council:** Considers that this large directional sign in a residential area is an unneighbourly development and is unnecessary as there is already existing signage.

#### **6. Officer's Report**

##### **Assessment**

- 6.1 Section 70(2) of the Town and Country Planning Act 1990/Section 38(6) of the Planning and Compulsory Purchase Act 2004, requires that an application for planning permission is determined in accordance with the provisions of the Development Plan unless material considerations indicate otherwise.
- 6.2 The relevant local planning policies against which the application is required to be assessed is Policy SP6 of the Carlisle District Local Plan (2015-2030). The National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) are also material considerations in the determination of this application.
- 6.3 Applications for advertisement consent are assessed on grounds of 'amenity' and 'public safety'.

##### **1. The Impact Upon Amenity**

- 6.4 Paragraph 132 of the NPPF requires that advertisement proposals are appropriate to the character of the surrounding area and that the amenity of the surrounding area is protected. Whilst "amenity" is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, according to the Planning Practice Guidance, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.
- 6.5 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 also requires the local planning authority to take into account the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, and to consider whether the proposed advertisement is in scale and in keeping with the local features, when determining an application for consent for the display of advertisements.
- 6.6 Policy SP6 reiterates the NPPG confirming that proposals should respond to local context in terms of height, scale and massing.
- 6.7 The proposed freestanding directional sign would be located at the junction where Hunters Crescent meets Garlands Road, as such, it will be visible from the adjacent highway. The scale and design of the proposed directional sign, which is only temporary whilst the dwellings are under construction and for sale, is considered to be acceptable. It is not considered that the proposal would form a discordant feature within its immediate surroundings.
- 6.8 St Cuthberts Without Parish Council have objected to the application and consider that this large directional sign in a residential area being an unneighbourly development. They also consider that the proposed sign is unnecessary as there is already existing signage in the locality.
- 6.9 In response to the first concern raised by the Parish Council, it is noted that free-standing signs to advertise a new housing development is common practice amongst house builders. The scale and design of the sign is considered acceptable in this instance, and given that there is no other permanent signage in the immediate locality other than the necessary highway signs and furniture, the proposal will not lead to advertisement clutter.
- 6.10 The proposed freestanding directional sign would be removed after five years or once the last dwelling is sold, and this would be ensured by condition. In light of this, there would be no permanent detrimental impact upon the character/appearance of the surrounding area.
- 6.11 With regard to the second concern raised by the Parish Council, it is noted that the applicant had also erected two additional signs in the locality; one within the Moorside Place development and one at the junction where Garlands Road meets Cumwhinton Road. That being said, it is noted that the

two previously erected signs are standard house-builder signs, rather than directional signs, to advertise the new housing development. According to the applicant, the purpose of this proposed directional sign is to direct construction traffic, potential house buyers and other visitors to Moorside Place, so that they do not make wrong turns when travelling through the existing residential estate. This is considered reasonable and acceptable in principle.

- 6.12 In light of the above, the proposed sign is considered to be acceptable and appropriate in scale and design. Given that the proposed sign will not be a permanent sign, it is not considered that the proposal will have an adverse impact upon the amenity of the surrounding area.

## **2. The Impact Upon Public Safety**

- 6.13 Applications for advertisement consent must be considered in respect of their impact on users of adjacent highways, including both pedestrians and vehicle users. Whilst the proposed sign may attract attention, it will not affect any pedestrians, nor will it be sufficient to represent a distraction to highway users. As such, it is not considered that the proposal will have a detrimental impact upon public safety. The Highway Authority has also confirmed that they have no objections to the proposal.

## **3. Other Matters**

- 6.14 According to the details submitted within the application form, the applicant has declared that although they do not own the land where the proposed sign is to be placed, they have obtained permission from either the owner or any other person entitled to give permission for the display of this proposed freestanding sign at this location. Whilst this is not a planning matter, for the avoidance of doubt, an advisory note is recommended to be attached to the decision notice to advise the applicant to seek permission from the land owner prior to the erection of the freestanding sign.

## **Conclusion**

- 6.15 In overall terms, the proposal is in accordance with the relevant Development Plan Policies and will not have a detrimental impact upon the amenity of the surrounding area or public safety. In all aspects, the proposed freestanding directional sign would be in compliance with the objectives of the relevant policies.

## **7. Planning History**

Planning applications that are relevant to the Gleeson Homes development on land to the north of Moorside Drive and Valley Drive:

- 7.1 (15/0161) Outline application for residential development. This application was approved on 13/05/2016.

- 7.2 (17/0038) Reserved matters application for the erection of 166no. dwellings and associated infrastructure. This application was approved on 12/09/2019.
- 7.3 (19/0746) Discharge Of Conditions 5 (Hard & Soft Landscape Works); 7 (Foul & Surface Water); 8 (Scheme For Surface Water & Foul Water Drainage); 9 (Surface Water System); 10 (Surface Water Drainage System); 11 (Details Of Future Maintenance & Operation); 14 (Programme Of Archaeological Work); 15 (Construction Surface Water Management Plan); 17 (Construction Traffic Management Plan); 19 (Carriageway, Footways, Footpaths, Cycleways); 20 (Prevention Of Surface Water Discharging Onto Or Off The Highway); 21 (Wildlife Enhancement Measures); 23 (Scheme Of Tree & Hedgerow Protection) & 28 (Phasing Plan) Of Previously Approved Permission 15/0161. This is an ongoing application.

Planning applications that are relevant to signage that is in association with the aforementioned development:

- 7.4 (18/0327) Continued Display Of Free Standing Sign. This is an ongoing application, and the sign is located at the junction where Garlands Road meets Cumwhinton Road.
- 7.5 (19/0639) Continued Display Of Non Illuminated Free Standing Sign. This application was approved on 30/09/2019, and the sign is located within the development site at Moorside Drive.

## **8. Recommendation: Grant Permission**

1. The signage shall be removed within 21 days of the sale of the last property within the residential development by Gleeson Homes on land to the north of Moorside Drive & Valley Drive, or by the 10th January 2025 whichever is the sooner.

**Reason:** The consent relates solely to the display of the signage during construction and marketing of the housing development to which it relates and when that development is completed and all dwellings are sold, the local planning authority requires that all the advertisements are removed in the interests of the visual amenity of the area to support the objectives of paragraph 132 of the National Planning Policy Framework and Policy SP6 of the Carlisle District Local Plan 2015-2030.

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:
  1. Submitted Planning Application Form, received 5 November 2019;
  2. Site Location Plan, received 5 November 2019;
  3. Proposed Freestanding Directional Sign Drawing, received 5 November 2019;
  4. Email Correspondence regarding details of the proposed directional sign, received 17 December 2019;

5. the Notice of Decision.

**Reason:** To define the permission.

3. 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.

**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. 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.

**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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.

**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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.

**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. 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);

(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 purpose of security or surveillance or for measuring the speed of any vehicle.

**Reason:** To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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## Land adjacent to Hunters Crescent, Garlands Road, Carlisle



0 50  
Metres

— Location of proposed sign

Plan Produced for: SRE Associates

Date Produced: 06 Nov 2019

Plan Number/Project ID: TQRQM19310140813249

Scale: 1:1250 @ A4



