Planning Committee: 14 August 2018 **Item Number:** **10**

Application No: W 18 / 1041

Registration Date: 05/06/18
Town/Parish Council: Barford **Expiry Date:** 31/07/18
Case Officer: Dan Charles
01926 456527 dan.charles@warwickdc.gov.uk

Land Adjacent, Bremridge Close, Barford
Display of 2no. non-illuminated hoarding signs and 1no. non-illuminated freestanding sign FOR Taylor Wimpey West Midlands Limited

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This application is being presented to Committee due to the number of objections and an objection from the Parish Council having been received.

RECOMMENDATION

Members are recommended to issue a Split decision, refusing Advertisement Consent for Sign A and granting it for Signs B and C.

DETAILS OF THE DEVELOPMENT

This is an application for Advertisement Consent for the display of 3 signs.

Sign A - 3000mm x 1000mm non-illuminated single sided sign to be located adjacent to the A429 bypass to advertise the new development at land off Bremridge Close.

Sign B - 1500mm x 1000mm non-illuminated single sided directional sign to be located on an existing garden wall to the entrance of Bremridge Close highlighting the restriction on HGV access.

Sign C – 900mm x 600mm non-illuminated single side directional sign to be freestanding at entrance to Bremridge Close.

THE SITE AND ITS LOCATION

The proposed signs are to be located in two distinct areas. Sign A is to be located adjacent to the A429 bypass that runs to the west of the village of Barford. The area of land is a wide grass verge with vegetation beyond that forms a significant buffer to the edge of Barford where it meets the open countryside beyond.

Signs B and C are to be located at the existing entrance to Bremridge Close. Sign B is to be attached to an existing brick boundary wall within the access to Bremridge Close. Sign C is to be freestanding and located on an existing gravelled area adjacent to the Bremridge Close street sign.

PLANNING HISTORY

W/17/0440 - Erection of 63 dwellings together with all ancillary works including, infrastructure, surface water attenuation measures and on-site open space provision – Granted 07.09.2017

RELEVANT POLICIES

- National Planning Policy Framework
- The Current Local Plan
- BE3 - Amenity (Warwick District Local Plan 2011-2029)
- BE1 - Layout and Design (Warwick District Local Plan 2011-2029)

SUMMARY OF REPRESENTATIONS

Barford Joint Parish Council: The JPC objects to this proposal principally on the grounds that the proposed hoarding on the Barford Bypass is a visual intrusion in a countryside setting and may be a distraction for drivers. It is more sympathetic to the two signs within Barford, offering as they do directions to the construction site and permitted hours of use, nevertheless, if the application is to be treated as a piece, they too must be included in the objection.

WCC Highways: No objections

Public Response: 5 objections have been received on the following grounds:
- Totally out of character with village.
- Intrusive to residents.
- Distraction to drivers using A429.
- Signs will be ineffectual at controlling delivery times.

ASSESSMENT

Impact on visual amenity and the character of surrounding area

Policy BE1 of the Warwick District Local Plan states that new development should positively contribute to the character and quality of its environment. The policy requires the provision of high quality layout and design in all developments that relates well to the character of the area.

This application can be assessed as two distinct elements; the 3000mm x 1000mm sales sign located on grassland to adjacent to the A429 Bypass and the two directional signs at the entrance to Bremridge Close.

The first proposed sign is to be located on the heavily screened green edge of Barford adjacent to the A429 Bypass. The area proposed for the sign has a rural and open character and it is considered that the display of the proposed sign would result in an and intrusive feature at odds with the rural character in this location. It would also appear relatively isolated in terms of its siting relative to the development which serves to exacerbate its inappropriateness.
The key test with any advertisement consent proposal is visual amenity and in Officers opinion, the provision of this sign would be visually harmful as it would

diminish the rural character of the location and would be an intrusive feature into the green edge of the village.

For the above reasons, Officers recommend that the road side advertisement be refused.

The two signs to the entrance of Bremridge Close serve a dual purpose. Firstly they are for directional purposes to advertise the new Taylor Wimpey development being constructed on land adjacent to Bremridge Close and they also serve to reinforce the restriction on vehicle sizes as set out in the Construction Management Plan attached to the planning permission for the new housing.

The two signs allow for clear identification of access into the development site for construction traffic as well as potential purchasers to locate and visit the site. The use of the two signs of differing sizes allows for immediate recognition of the access as well as clearly advertising the limits on large vehicle deliveries to the site.

Whilst the use of two separate signs does introduce an element of visual clutter to the open entrance to Bremridge Close, Officers are satisfied that the purpose of the signs in this location do not create any significant harmful visual impact.

Overall, Officers recommend that a split decision is issued granting advertisement consent for Signs B and C and refusing Sign A.

Public/ Highway Safety

Sign A is located adjacent to the A429 bypass. This sign will be clearly visible to car drivers using the road. Having considered the location of the signs and discussed the proposal with the County Highways Officer, Officers are satisfied that the location of the sign, whilst prominent would not result in harm to highway safety.

Signs B and C are located within the existing access to Bremridge Close and the use of these signs is for directional purposes. Officers are satisfied that the signs would not have a detrimental impact on highway safety.

Conclusion

Officers consider that signs B and C are acceptable in visual amenity and highway safety terms and no objection is raised to the provision of these signs.

For the reasons set out in the visual amenity section of this report, Officers recommend that Sign A is refused.

REFUSAL REASON:

1 Policies BE1 and BE3 of the Warwick District Local Plan 2011 - 2029 state that development will only be permitted which positively contributes to the character and quality of the environment through good layout and design.

The location of the proposed sign is in an area defined by a heavily screened green edge to the village of Barford adjacent to the A429 Bypass. The area proposed for the sign has a rural and open character and the provision of the proposed sign would result in an intrusive feature to the rural character in this location. It would also appear relatively isolated in terms of its siting relative to the development which serves to exacerbate its inappropriateness.

The proposed advertisement is thereby considered to be harmful to amenity and contrary to the aforementioned policies.

CONDITIONS:

6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing 20137-SS-02 (except the Sign A which is not approved), and specification contained therein, submitted on 1st June 2018. **REASON**: For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029.