

DC/2015/01591

## 10 FREESTANDING ADVERTISING SIGNS AT VARIOUS LOCATIONS

### MULTIPLE SITES IN CALDICOT, CRICK, ROGIET AND UNDY

#### RECOMMENDATION: APPROVE

Case Officer: Andrew Jones  
Date Registered: 20/01/2016

#### 1.0 APPLICATION DETAILS

- 1.1 This application seeks advertisement consent for a total of 10 free standing signs at multiple sites within Caldicot, Crick, Rogiet and Undy. The signs would be owned by Monmouthshire County Council, but are intended for local businesses to advertise. The signs are all primarily along highway verges.
- 1.2 The signs differ in size depending on whether they are in a verge or car park/pedestrian location. Signs at verge locations would measure 1050mm x 550mm with a 20mm mid green border, the artwork area would measure 1000mm x 500mm. Beneath would be an additional sign measuring 1050mm x 200mm with a 200mm mid green border, this would display contact information.
- 1.3 A full list of all site locations is presented below:
- 1 x signs at B4245 near Undy (referred to as sign 1).
  - 1 x sign at B4245 near Cherry Tree nursing home, Caldicot (referred to as sign 2).
  - 2 x signs at B4245 at Rogiet Pool (referred to as signs 3-4).
  - 1 x sign at B4245 near Ifton Industrial Estate (referred to as sign 5).
  - 2 x signs at B4245 near turning to Crick Road (referred to as signs 6-7).
  - 2 x signs at B4245 adjacent to Deepweir, Caldicot (referred to as signs 8-9).
  - 1 sign at B4245 near Rockfield Grove in Undy (referred to as sign 10).
- 1.4 Four signs which were to be located at Caldicot shopping precinct have now been withdrawn from the proposal.

#### 2.0 RELEVANT PLANNING HISTORY

None.

#### 3.0 LOCAL DEVELOPMENT PLAN POLICIES

##### Strategic Policies

S13 – Landscape, Green Infrastructure and the Natural Environment  
S16 – Transport  
S17 – Place Making and Design

##### Development Management Policies

DES1 – General Design Considerations  
DES3 - Advertisements  
EP1 – Amenity and Environmental Protection  
MV1 – Development and Highway Considerations

## **4.0 REPRESENTATIONS**

### **4.1 Consultations Replies**

- 4.1.1 Magor with Undy Community Council – Recommend refusal, noting the signs would be unsightly, have a negative visual impact and be a distraction to motorists using the B4245.
- 4.1.2 Caldicot Town Council – Recommend refusal, noting the signs are unsightly, have negative impact on visitors coming to Caldicot and would be a distraction to motorists.
- 4.1.3 Portskewett Community Council – Have not responded to date.
- 4.1.4 Rogiet Community Council – Have not responded to date.
- 4.1.5 MCC Highways – Following discussions with the applicant, the applicant has re-visited the sign locations and carried out detailed surveys, safety audits and assessments in support of the proposed sign locations with particular regard to the sign location, the speed limit, the traffic flows and visual distraction etc. As stated the applicant has considered the impact of the signs on the highway and the immediate environment and I offer no objections to the proposed sign locations, the sign size and typical sign layout details as submitted in support of the application and with particular regard to the Static Advertisement Policy.

### **4.2 Neighbour Notification**

Nine representations received. Object on the following grounds;

- Littering of landscape.
- Serves no useful purpose.
- Distracting to motorists, including HGVs.
- Will set a precedent for other companies.
- Limited income generated would not make any appreciable difference yet would have detrimental impact on our area.
- Dangerous to pedestrians.
- At risk of being blown over due to height.
- Cannot safely taken in contact details when driving past.
- Only business that would benefit is the Council.
- Already experienced safety issues with trial sign at Welsh Street in Chepstow.

### **4.3 Other Representations**

None.

### **4.4 Local Member Representations**

No comments received.

## **5.0 EVALUATION**

### **5.1 Principle of Development**

- 5.1.1 Local Development Plan Policy DES3 deals specifically with advertisements; Proposals for advertisements will only be permitted where:

- a) Having regard to the existing number and siting of advertisements in the locality the proposal would not result in an unacceptable clutter of advertisements;
- b) If located within the open countryside they would not unacceptably detract from the rural setting of the locality;
- c) If located in a Conservation Area, they would not unacceptably detract from the character or appearance of the area and if a hanging sign, would not result in undue visual clutter. They should be of an appropriate size and materials for the building from which they hang with a traditional bracket;
- d) If located within the open countryside or Conservation Areas, illumination is only appropriate to uses that reasonably expect to trade at night.

5.1.2 The issues of visual clutter and impact on the countryside (criteria a) and b)) will be addressed in the following sections of this report. With regard to criteria c) and d), none of the sites are within designated Conservation Areas and none feature any form of illumination.

## 5.2. Amenity

5.2.1 All signs are located within or at the entrance to existing settlements, and as such are not read as part of the open countryside. None of the signs would be located within either designated Conservation Areas or Areas of Outstanding Natural Beauty. It is not uncommon to feature signage at the approach to a settlement, which may typically include place details and general highway information. Furthermore signs 5 and 6-7 would be positioned in close proximity to existing commercial premises and signage. However, it is not considered on balance that they would result in a proliferation of signs and therefore would satisfy criterion a) of DES3 as they would not cause unacceptable visual clutter.

## 5.3. Highway Safety

5.3.1 Sign 1 would be positioned approximately 150m from the edge of the settlement of Undy and within 70m of the 30mph zone. As such traffic in this location would not be travelling at excessive speeds, also owing to the proximity to the existing place name signs they would not appear alien or unduly distracting. Whilst there is a small paved area to the south of the carriageway this does not link to the settlement and therefore it is considered unlikely this area would be used by pedestrians.

5.3.2 Signs 2-5 are positioned in very close proximity to the edge of settlements and therefore similarly adjoin 30mph speed zones. The closest pedestrian pavement terminates well before signs 3-4 and 6-7, and whilst signs 2, 5 and 8-9 would run parallel to pavements they would not obstruct motorist's view of pedestrians.

5.3.3 All signs are positioned on relatively straight sections of road and away from junctions where they could distract drivers. Sign 2 would be closest to a junction, approximately 60m away, which is considered to be of sufficient distance so as to not cause distraction to motorists.

5.3.4 Sign 10 would be located in an urban setting where there is a 30mph limit near a large housing development (Rockfield Grove) and also an allocated housing site (Rockfield Farm). The sign would be clearly visible to drivers and pedestrians. In considering the indicative access to the proposed Rockfield Farm site (current application DC/2016/00883) it is not considered that the proposed sign would create potential conflict with pedestrians and motorists.

5.4 Other Issues Raised

5.4.1 Concerns have been raised with regard to the signs setting a precedent for other businesses. However, any future application elsewhere in the County would have to be considered on its own merits and in accordance with the relevant policies of the Local Development Plan.

5.4.2 Other concerns relate to the amount of money the project would generate; in turn it is suggested that the only party that would benefit would be the Council. These financial matters are not a material consideration to the determination of applications for express consent to display advertisements.

**6.0 RECOMMENDATION: APPROVE**

Conditions:

1	1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority. 2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition. 3. Where any advertisement is required under the above Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority. 4. 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. 5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (Civil or Military).
2	The development shall be carried out in accordance with the list of approved plans set out in the table below.

Informatives:

None.