

DC/2015/01593

8 NO. FREESTANDING SIGNS

MULTIPLE SITES ALONG A4810 (EASTERN ACCESS ROAD), NEAR MAGOR

RECOMMENDATION: APPROVE

Case Officer: Andrew Jones
Date Registered: 22/01/2016

1.0 APPLICATION DETAILS

- 1.1 This application seeks advertisement consent for a total of seven free standing signs at multiple sites along the A4810 Eastern Access Road. The signs would be owned by Monmouthshire County Council, but are intended for local businesses to advertise. All signs would be erected along grassed highway verges adjacent to the carriageway.
- 1.2 The signs 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 near Magor Brewery (referred to as sign 1).
 - 4 x signs near the railway bridge at Llandevenny (referred to as signs 2-5).
 - 2 x signs near the Tesco Distribution Centre, Magor (referred to as sign 6-7).
- 1.4 One addition sign near Magor Brewery has now been withdrawn from the application.

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.

4.1.2 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 signs 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

Three representations received. Object on the following grounds;

- Littering of landscape.
- Serves no useful purpose.
- Already experienced safety issues with trial sign at Welsh Street in Chepstow.
- I believe these signs also show the companies advertising in a bad light, as it can seem that the promotion of their company or the raising of revenues comes before the safety of the general public.
- Inappropriate and short sighted proposal.
- Huge impact on road safety.
- Highway is already cluttered with signs.
- Attempt at money grabbing.

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 Sign 1 is located immediately adjacent to the Magor Brewery site, and therefore whilst not on the fringe of a settlement it is within the context of a developed area, in close proximity to this busy distributor road and the M4 motorway to the north. The area is not considered to be of special rural character and the signs would not appear alien.

5.2.2 Signs 2-5 would be positioned either side of the railway bridge to the west of Llandevenny. Again given this context, the signs here are not considered to adversely affect the wider rural setting.

5.2.3 Similar to Sign 1, Signs 6-7 would be positioned in close proximity to large industrial buildings (including the Tesco Distribution Centre). Therefore given the context, these signs would not be harmful to the wider rural landscape.

5.3 Highway Safety

5.3.1 All signs are positioned along straight sections of the highway, and whilst in each case the national speed limit would apply it is not considered that they would provide an unacceptable distraction to motorists. Each site is positioned sufficiently away from any junction, and there are no pedestrian pavements in the vicinity of any of the signs.

5.4 Other Issues Raised

5.4.1 Comments have been received in relation to the amount of money the project would generate, in turn it is suggested that the only company 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	<ol style="list-style-type: none">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.
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	<p>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.</p> <p>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).</p>
2	The development shall be carried out in accordance with the list of approved plans set out in the table below.

Informatives:

None.