

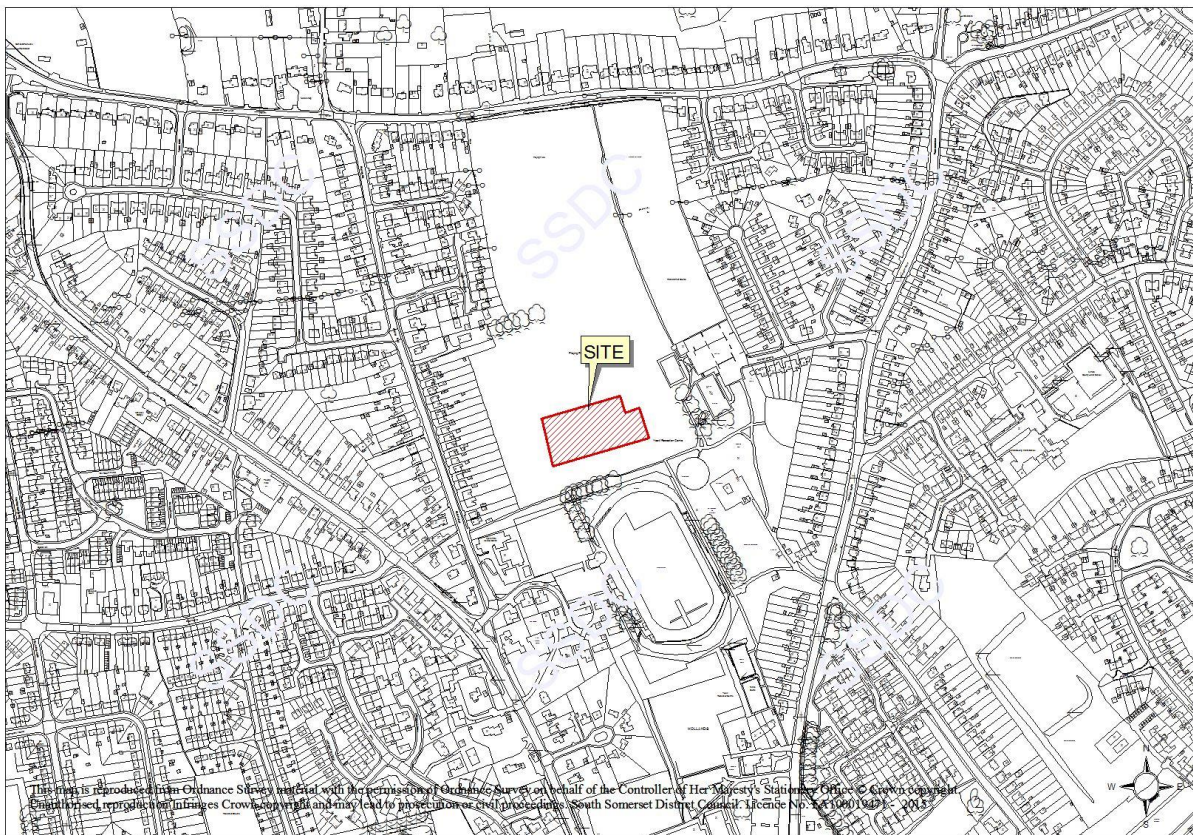
Officer Report On Planning Application: 15/00283/ADV

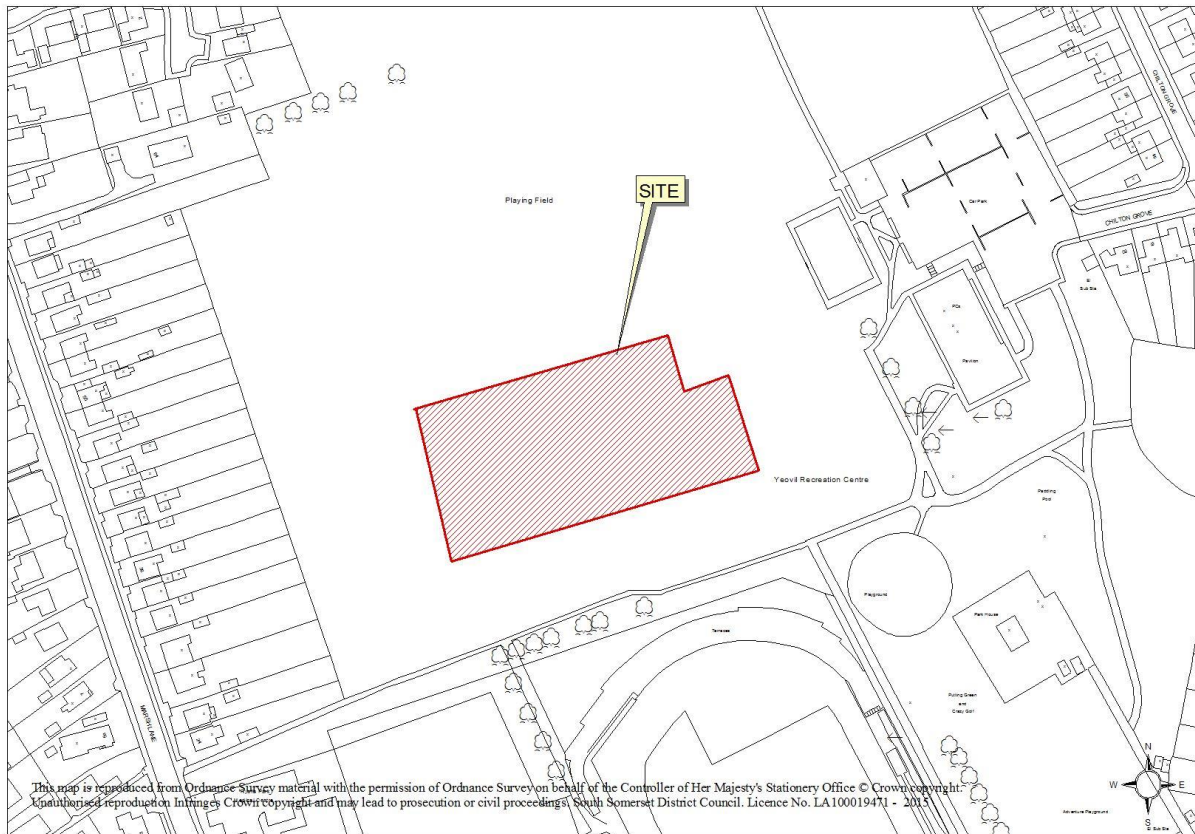
Proposal :	The display of up to 31 No. non illuminated signs (GR 355205/117166)
Site Address:	Yeovil Recreation Centre Chilton Grove Yeovil
Parish:	Yeovil (West)
Yeovil (West) Ward (SSDC Member)	Cllr T Carroll Cllr W Read Cllr I S Martin
Recommending Officer:	Jane Green Tel: 01935 462079 Email: jane.green@southsomerset.gov.uk
Target date :	26th March 2015
Applicant :	South Somerset District Council
Agent: (no agent if blank)	
Application Type :	Other Advertisement

Reason for Referral to Committee

This application is referred to Area South Committee under the Council's scheme of delegation as the applicant is South Somerset District Council and there have been neighbour objections received.

Site Description and Proposal





The application site is an artificial grass pitch (AGP) with adjoining warm-up area, tennis court facility, spectator terracing and fencing located at Yeovil Recreation Centre. The facility is newly constructed following the grant of planning permission in November 2011.

The proposal seeks permission to display up to 31 No. non illuminated advertisements. The 'Welcome to Yeovil AGP' advertisement would measure 900mm high by 2100mm wide located at a height of 2.24 metres from the ground on the outside wire mesh fence close to the entrance of the AGP. The other 30 No. advertisements would measure 750mm high by 2100mm wide located almost the same height as the inner mesh fence that surrounds the pitch. These would vary in content due to sponsorship changes.

Somerset District Council are the applicants and owners of the site and the application states the purpose of the advertisements are to welcome the public and for sponsorship reasons. The reason for the advertisements is not a consideration for the Local Planning Authority.

HISTORY

Of relevance:

11/03605/R3D - The creation of artificial grass pitch with adjoining warm up area, spectator terracing, fencing, floodlighting and associated landscaping and engineering works - Approved with conditions November 2011

POLICY

The Secretary of State's powers to make regulations for the control of outdoor advertisements are in sections 200, 221, 223 and 224 of the Town and Country Planning Act 1990. The current regulations are the Town and Country Planning (Control of

Advertisements) (England) Regulations 2007. Under regulation 3, advertisements are subject to control only in the interests of "amenity" and "public safety".

Section 38(6) of the Planning and Compulsory Purchase Act (2004), and Paragraphs 2, 11, 12, and 14 of the NPPF indicate it is a matter of law that applications are determined in accordance with the development plan unless material considerations indicate otherwise.

For the purposes of determining current applications the local planning authority considers that the adopted development plan comprises the policies of the South Somerset Local Plan (2006 - 2028).

On this basis the following policies are considered relevant:

Policies of the Emerging South Somerset Local Plan (2006-2028)

Policy EQ2 (General Development)

National Planning Policy Framework (March 2012)

Chapter 7 (Requiring Good Design) - paragraph 67

South Somerset District Council's Supplementary Planning Guidance - The Design of Shopfronts Signs and Security Measures

CONSULTATIONS

Yeovil Town Council - Noted application

SCC Highways Authority - No observations

REPRESENTATIONS

A site notice (general interest) was displayed, 3 representations have been received summarised as follows:

- o Unsightly advertising signs are an unnatural feature to the site which is open space recreation land
- o Signage will restrict views through the open mesh fencing
- o Noise of hockey balls hitting the advertisements. Potential for noise nuisance
- o Lack of details of the proposed advertisements

The concern for visual amenity will be dealt with later in the report but in terms of the concerns for noise nuisance this is not a matter that is considered as part of an advertisement application. Visual amenity and public safety are the only matters to be considered. However, to ensure the objectors concerns were aired to the correct department both the Council's Environmental Protection Unit and the applicant were advised of the concerns.

The Environmental Protection Officer originally stated that on the information submitted it is not possible to quantify, or begin to estimate, what change in noise levels the introduction of the advertisements may have. He stated "given that the facility is used during the evening when surrounding residential properties become more sensitive to noise and given the uncertainties surrounding the likely change in noise levels, I would recommend this matter be considered further. For example consideration could be given to both the placement and

composition of the proposed advertisement panels in order to minimise or eliminate any noise impact."

In response to this issue the applicant has advised on the noise issues and other matters raised as follows:

"That after discussing the issue with other AGP facilities and Yeovil and Sherborne Hockey Club it has been decided that the Dibond type signs will not be suitable for the spectator fencing and the proposed thirty advertising banners. It is likely that because the signage would be made of a metal material then the noise generated from hockey balls hitting these is likely to be higher than the current noise of the balls hitting the rebound fencing.

Therefore the thirty advertising banners will be produced from a vinyl material and fixed to the spectator fencing in multiple places with eyelets on the banner and cable ties. It is our view that because this material is softer it will cushion the impact of the hockey balls. We feel that this will minimise any potential change in noise that could have been generated from the Dibond advertising signs and satisfy the concerns raised by Environmental Health.

The 'Welcome to Yeovil AGP' which will be situated outside of the AGP will still be made of the Dibond material because its proposed location is outside of the playing area.

The location of the AGP was chosen in order to minimise amenity issues, including noise on nearby residential properties. The closest property to the site is at a distance of 110m.

In fact, the only noise complaints that we have received from local residents since the AGP's installation in 2013 have been from one resident in relation to the noise that was generated from hockey balls striking the back boards of the goals. We have retrospectively fitted padding to the inside of the goals to reduce this noise and have tested the noise levels. However there have been no complaints with regard to the noise from the kickboards or fencing around the pitch itself.

Visual

The proposed advertising banners will be designed internally within SSDC in conjunction with the companies that might want to advertise at the Artificial Grass Pitch. Without knowing who these companies are at this stage, then it is difficult to provide detail, however SSDC will have control of size and lettering.

The planning application is for advertising consent for up to thirty advertising banners, these banners are only likely to be replaced annually or every 2-3 years depending on individual agreements which are not known at this stage.

Advertising banners are not unusual in sporting environments, banners have been within the Athletics Arena for 2-3 years and it is extremely common for sponsorship boards to be in place at community sport facilities. The Recreation Ground has a number of community sporting facilities including the Artificial Grass Pitch, Athletics Arena, Tennis Courts, Football Pitches and Golf courses and therefore it is our view that this is not out of keeping with the Recreation Ground.

We would also ensure that banners are fixed to the spectator fencing sufficiently so that they do not flap around in the wind and our onsite staff will monitor this to ensure the facility does not look untidy.

General Comments

No companies have been approached for advertising on these banners at the current time and any companies would have to meet the new SSDC advertising policy, which should be adopted by the Council by the time we do start to approach companies to ensure that we do not have any inappropriate advertising. The pitch is self-financing and its costs are covered by pitch hire and development activities, this application is not connected to this finance in any way. The reason we have proceeded with a formal planning application is that this advertising project on the AGP is part of the Corporate Income Generation projects (£440,000) for 2015/16.

The bid by Yeovil and Sherborne Hockey Club to host the Under 14 Championship has nothing to do with this application, there is no requirement to provide advertising space and we

have not discussed this with the club.

I hope this information clarifies the majority of the points raised by the objections and the comments from Environmental Health."

Following this response the Council's Environmental Protection comments that the proposal now satisfies the concerns raised regarding the potential for increased noise.

CONSIDERATIONS

This application is seeking advertisement consent for 31 No. non illuminated advertisements. The site operates as an artificial grass pitch.

Policy background

The National Planning Policy Framework states:

"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment.

Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Effect upon visual amenity

The proposed signs are in keeping with the type of land use and are typical of sports pitches such as this. The signs, although mainly located within the confines of the pitch, will be visible from the wider area due to the open nature of the fencing. However, it is considered that they will not be overly intrusive due to their low level position and are very similar to the signs which surround the athletic track close by. Whilst the concerns of the objectors are noted the display of the advertisements proposed are considered acceptable in their context.

In considering the design, siting, materials, lack of illumination, scale and number of signs are in keeping with the character of the surrounding area and in accordance with paragraph 67 of Chapter 7 of the National Planning Policy Framework.

Public safety

The advertisements are mounted on the fencing and as such it is felt that the proposal would not adversely affect public safety.

RECOMMENDATION:

Grant consent for the following reason:

01. The proposal, by virtue of the siting, design, number, materials, scale and non-illumination is in keeping with the character and appearance of the surrounding area, causes no harm to visual or residential amenity and does not prejudice public safety and is in accordance with the aims and objectives of policy EQ2 (General Development) of the South Somerset Local Plan (2006-2028) and the principles of the National Planning Policy Framework (2012) and the NPPF Chapter 7: Requiring Good Design.

SUBJECT TO THE FOLLOWING:

01. (a) All advertisements displayed and any land used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
- (b) Any hoarding or similar structure or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.
- (c) Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.
- (d) Before any advertisement is displayed on land in accordance with the consent now granted, the permission of the owner of that land, or of a person entitled to grant such permission, shall be obtained.
- (e) The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

02. The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan for proposed signage and block plan date stamped as received 29 January 2015, two photograph montages date stamped as received 15 January 2015 and with the confirmation of material of the 30 advertisements (number 2) for the spectator fencing as vinyl as confirmed by the applicant via e-mail dated 11 March 2015

Reason: For the avoidance of doubt and in the interests of proper planning.