

Forest Heath District Council

**DEVELOPMENT
CONTROL COMMITTEE**

3 JUNE 2015

DEV/FH/15/020

Report of the Head of Planning and Growth

**PLANNING APPLICATION DC/15/0401/ADV – VEHICLE DISMANTLERS,
BRIDGE END ROAD, RED LODGE**

Synopsis:

Application under the Town and Country Planning Act 1990 and the Planning (Listed Buildings and Conservation Areas) Act 1990 and associated matters.

Recommendation:

It is recommended that the Committee determine the attached application and associated matters.

CONTACT OFFICER

Case Officer: Charlotte Waugh
Tel. No: 01284 757349

Committee Report

Date 24/09/2015 **Expiry Date:** 04/05/2015

Registered:

Case Charlotte **Recommendation:** Grant

Officer: Waugh

Parish: Red Lodge **Ward:** Red Lodge

Proposal: Application for Advertisement Consent DC/15/0401/ADV – retention of advertisement on suspended car

Site: Vehicle Dismantlers, Bridge End Road, Red Lodge

Applicant: Mr Robert McGivern

Background:

This application is referred to the Development Control Committee following consideration by the Delegation Panel.

The Parish Council has objected to the application which is contrary to the Officer's recommendation of APPROVAL.

Proposal:

1. Advertisement consent is sought for the retention of the signage painted on the car suspended from a crane at Vehicle Dismantlers Ltd. The advertisement reads 'Cash paid. Vehicle Dismantlers'.

Application Supporting Material:

2. Information submitted with the application as follows:
 - Location Plan
 - Planning Statement
 - Site Plan
 - Photos

Site Details:

3. The site is situated approximately 600m west of the centre of Red Lodge, on Bridge End Road on the western side of the A11. The site is currently used to break up vehicles for parts and scrap, as well as tyre fitting and vehicle repair. The site is 2.6 hectares in size and comprises of a number of buildings which are enclosed by fences and hedges. There are single storey dwellings to the west and east of the site, which are bounded by

large trees, shrubs and hedges. Located on the site is also the car advertisement suspended from a crane which has been located on the site since 2009.

Planning History:

4. F/93/126/CL - Vehicle dismantling – Granted
5. F/94/137 - Provision of vehicular access and car park to serve existing vehicle dismantling yard. – Approved with conditions
6. F/94/339 - Retrospective application- use of land for storage of vehicles prior to being dismantled in adjoining dismantlers yard – Approved with conditions
7. F/2004/0397/FUL - Erection of a single storey building for the decontamination of vehicles (Major Development) – Approved with conditions
8. F/2006/0551/COU - Change of use of land to customer and staff car parking and repositioning of office cabin (Departure from the Development Plan) - Withdrawn
9. F/2006/0757/COU - Resubmission of F/2006/0551/COU - change of use of land to customer and staff car parking, repositioning of office cabin and extension of earth bunding. – Approved with Conditions

Consultations:

10. Highway Authority: No objection. The site and advertisement is visible from the A11 trunk road but is sufficiently set back so as not to be a distraction to drivers on the road.

Representations:

11. Parish Council: Object stating that the advertisement would –
 - Be an eyesore to the local community
 - Be a major safety hazard to vehicle drivers on nearby roads and motorway
12. Two letters of objection have been received from The Roost, and Longview, both located on Bridge End Road. They stated that the advertisement –
 - Is visible from their homes and creates an eyesore
 - Worried about the safety aspect of the hanging car.

Policy: The following policies of the Joint Development Management Policies Document and the Forest Heath Core Strategy December 2010 have been taken into account in the consideration of this application:

13. Joint Development Management Policies Document:
 - Policy DM1: Presumption in favour of sustainable development
 - Policy DM2: Creating Places
 - Policy DM38: Shop fronts and Advertisements
14. Forest Heath Core Strategy December 2010

- Policy CS3: Landscape character and Historic Environment

Other Planning Policy:

15. National Planning Policy Framework (2012) core principles and paragraphs 56 – 68

Officer Comment:

16. The issues to be considered in the determination of the application are:

- Impact on amenity
- Impact on highway safety

17. Policy DM38 states that advertisements must preserve or enhance the character and appearance of the building or location of which it forms a part, and the street scene in which the proposal is located, and must not adversely affect amenity and/or public safety.

18. In addition, the NPPF states that 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 their surrounding should be subject to detailed assessment. Those to be considered should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts (para. 67).

19. In this case, the advertisement, comprising a painted sign on the suspended car, has been in situ since 2009. The applicant claims that the suspended car arrangement acts as a navigational tool as well as an advertisement and this is key to the success of the company. The planning statement contends that removal of the arrangement would likely have a negative impact on the business by reducing awareness of it and therefore, reducing customer numbers and consequently its viability and employment levels.

20. Objections have been raised to the appearance of the suspended car and the impact this has on views from a neighbouring dwelling. Due to the location of the arrangement and its separation distance to adjacent dwellings, it is not considered to result in a loss of amenity in terms of overshadowing or overbearingness.

21. In terms of public safety, the advertisement is visible from the A11, but is not illuminated, moving or subject to changes in appearance. As confirmed by the Highways Authority it is located a sufficient distance from the road (approximately 100 metres), which ensures it is not a distraction to drivers. Due to this distance, whilst it is visible it is not considered intrusive or dominant in views.

22. Therefore, whilst the arrangement does not enhance views it is located within an established vehicle dismantler's yard and is not considered to cause harm to the landscape character.

23. When determining this application, consideration must be given to the applicants fall back position. Planning permission is not required for the suspended car arrangement as it is not considered to fall within the definition of development. Consent is required only for the advertisement painted on its side. On this basis, should the suspended car be re-painted so as not to contain an advertisement, no consent would be required by the Local Authority.

Conclusion:

24. In conclusion, the principle and detail of the development is considered to be acceptable and in compliance with relevant development plan policies and the National Planning Policy Framework.

Recommendation:

25. It is recommended that advertisement consent be **GRANTED** subject to the following conditions:

1. Standard advertisement conditions

Documents:

All background documents including application forms, drawings and other supporting documentation relating to this application can be viewed online:

<https://planning.westsuffolk.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=NK84Z1PDGSE00>

Alternatively, hard copies are also available to view at Planning, Planning and Regulatory Services, Forest Heath District Council, District Offices, College Heath Road, Mildenhall, Suffolk, IP28 7EY