

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

None

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 5

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highways Issues
- (iii) Effect on residential amenity

(i) Visual amenity

The proposed sign would be located behind the existing front boundary fencing and to the front of the building, which would provide a backdrop. The proposed sign whilst large at 2.15m high and 1.82m wide would be non illuminated and of an appropriate design, scale and materials for the context and is considered not to result in visual detriment.

(ii) Highways Issues

The sign would be non-illuminated and would be set back from the highway and is not considered to result in highway safety issues.

(iii) Effect on residential amenity

The sign whilst relatively large would be non illuminated and constructed in grey granite

on a sandstone plinth and would not be overly dominate and is not considered to result in detriment to residential amenity.

8 **Conclusion**

The proposal which, would be acceptable in the street scene, does not result in detriment to the neighbouring properties and accords with the provisions of Policy CS16, and is recommended for approval.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00169

subject to the following conditions

- 1 (a) 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.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

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

Existing plans and signage details Dwg 001rev A

Existing elevation Dwg 002 rev A
Oak view external plinth - 10351

Reason: - To ensure provision of a satisfactory development.