

**15/00534/ADV**

**Recommended By** Mr Joe Mitson

**Date** 18 May 2015

**Applicant** Bloor Homes (Midlands) Ltd

**Location** Sellors Playing Fields, Wilford Road, Ruddington

**Proposal** Erection of 1 temporary development advertisement board

**Parish** Ruddington

**Ward** Ruddington

## **OFFICERS REPORT**

### **SITE DESCRIPTION & PROPOSAL**

#### **SITE CONSTRAINTS**

Greenbelt

#### **HISTORY**

History includes:

- 14/02085/DISCON - Application to discharge conditions 4, 6 and 11 of planning permission
- 13/01819/OUT - Conditions Discharged.
- 14/02440/DISCON - Discharge conditions 3, 7, 8, 9, 10 and 12 planning permission
- 13/01819/OUT - Pending consideration.
- 14/02442/DISCON - Discharge conditions 2 and 5 of planning permission 14/01269/REM - Conditions Discharged.

#### **SITE DESCRIPTION**

The application site is at the northern corner of a recreation ground. To the north and west are open fields; with the recreation ground to the south and the road to the east and a field opposite. There are dwellings to the south-east on the opposite side of Wilford Road.

#### **PROPOSAL**

The application comprises the erection of 1 temporary development advertisement board. The advertisement would be 4.25 metres high, the advertisement board itself would be 1.2 metres from the ground, 3.05 metres high by 1.5 metres wide.

#### **CONSULTATIONS**

Ruddington Parish Council: object.

NCC Highways: The advertising board is located on private land, and will not restrict visibility for drivers exiting from the adjacent crossing. There are no highway objections.

Neighbours: 93 representations objecting on the following grounds:

- o the application is not wanted by anyone;
- o the land is currently for the use of children (play areas and football goal), walkers and people exercising dogs, it is not a place where an advertising hoarding should be allowed;
- o a sign of this size would be detrimental to the appearance of the Ruddington gateway, it is an eyesore on a beautiful open field, the size of the hoarding is unacceptably large;
- o the sign is only sought to use for future developments which haven't even been agreed,

the application requests permission to keep the sign up until 2019, it is understood that Silk Gardens is around 90% sold, so this is a poor attempt at getting an under the radar marker (on the much larger Wilford Lane development Bloor recently proposed) to give the impression that the larger development is a done deal;

- o the location for the sign is not near the development, if advertising is required to sell the remaining plots then a sign would be better erected on the common land bordering Camelot Street and Clifton Lane (as per the previous hoardings for the adjacent Woodhouse Gardens development) and should be taken down upon the sale of the last plot;
- o the application states that permission has been obtained from the land owner and this is questioned;
- o The sign would be a distraction to drivers approaching the 30mph limit, and would exacerbate an already worsening road safety situation in the village and dangerous for cyclists;
- o sets a precedent;
- o the application is misleading.

Cllr Boughton-Smith objects on the grounds that the sign is provocative in its proposed location and unnecessary. There are other ways of advertising and since the developers have declined to say how many houses have yet to be sold the need to advertise by this method at all is questionable. While there are some discussions and consultations taking place about the future development of the area around Wilford Lane there should not be any signage relating to any specific housing development or developer.

Cllr Greenwood: object as the advertisement is too large and in the wrong place, the development being advertised is approximately 1 mile away by road and advertising should be carried out nearer to the site. The sign is misleading as they are hoping to secure the site for 180 houses in the near future, there are a number of smaller directional signs to Woodhouse Gardens all around Ruddington so cannot see the need for something as large as proposed on the open space leading out of Ruddington for four years.

Cllr Lungley: no comments received.

The application has been amended by the Agent through revising the address of the proposal to reflect the actual site and seeking only a year period for the advert. Re-consultations have taken place and the following comments received after the date of the re-consultation:

Ruddington Parish Council: object. In addition Cllr Hall commented separately stating: Things are really getting out of hand regarding the above application therefore I would like to draw to your attention to a precedent that has been set by Bellway homes in Pasture Lane Ruddington who have erected a similar sign regarding Wheatley Rise Development where no objections have been received.

42 representations objecting on the following grounds:

- o the board would affect the charm and character of the area, the sign would be overbearing, out of keeping with the street scene adjacent to one of the main entrances into the village;
- o the board is irrelevant to the site it is advertising, the alteration does not alter the fact the sign would be in the wrong place, the sign is to promote future development, object to any sign, the sign does not relate to the development site, the application for the sign was only submitted after many of the houses were sold;
- o the village has had its fair share of development, object to further housing;
- o sets a precedent;
- o Parish Council object;
- o the road becomes busy during peak period and the sign could cause an accident if distracted by the advert.

Cllr Lungley: object to the erection of this advertisement as it is deemed unnecessary to locate a further sign advertising these houses. Do not need our green belt to be used in this way.

Cllr Greenwood: object, previous objections still stand, the only revision is the length of time the advertising board will be in situ.

## **APPRAISAL**

The application comprises advertisement consent for a board advertising housing and therefore the main issues to consider in this instance are visual amenity and public safety.

The Development Plan for Rushcliffe comprises the Rushcliffe Local Plan Part 1 - Core Strategy and the 5 saved policies of the Rushcliffe Borough Local Plan 1996, Government Guidance in the National Planning Policy Framework and Planning Practice Guide. Some weight should also be given to the relevant policies of the Rushcliffe Borough Non Statutory Replacement Local Plan. The Core Strategy policies which are of relevance to this case are Policy 1 (Presumption in Favour of Sustainable Development), Policy 4 (Nottingham - Derby Green Belt and Policy 10 (Design and Enhancing Local Identity). None of the saved policies of the Local Plan 1996 are of direct relevance in this case.

In the context of the RBNSRLP the relevant policy is GP2 (Amenity and Design). This requires that any developments are sympathetic to the character and appearance of neighbouring buildings and the surroundings in terms of scale, design, materials etc., do not have a detrimental impact on the amenity of neighbours by reason of overlooking, loss of light, overbearing impact or the type of activity proposed and suitable means of access and parking facilities can be provided. Consideration should also be given to Policy EN8 (Advertisements) which states the scale, design and siting of advertisements will be controlled in order to protect the visual amenity of areas and consent will not normally be granted unless the signs are no more than necessary to inform the public and adverts respect the traditional visual elements of the area. Policy EN14 (Protecting the Green Belt) states permission will only be granted for appropriate development in the Green Belt. Permission will not be granted for inappropriate development unless very special circumstances outweigh the resultant harm.

It is considered the above policies are in compliance with the general thrust of the NPPF.

The NPPF carries a presumption in favour of sustainable development and states proposals that accord with the development plan should be approved. Where the development plan is absent, silent or relevant policies are out of date, planning permission will be granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole or specific policies in the Framework indicate development should be restricted. It sets out 12 core land use planning principles that should underpin both plan making and decision taking. One of these principles is to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings. Section 7 is entitled "Requiring Good Design" and paragraph 56 states that good design is a key aspect of sustainable development and is indivisible from good planning. Paragraph 64 states permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions. Paragraphs 79-92 relate to the Green Belt.

The Council is also obliged to consider whether development would be appropriate in the Green Belt.

The sign would be positioned in a prominent open location at the entrance to Ruddington,

approximately one mile from the development it is proposed to serve. Although it is noted that the new dwellings are accessed off a cul-de-sac (Woodhouse Gardens) and are more difficult to advertise, this does not outweigh the concern that the signage should be closely related to the development it would serve. It would be large, with a total height of 4.25 metres and be sited on open land, forming a large, obtrusive feature, detrimental to visual amenity.

It is also noted that of the 14 dwellings, six have been sold, three have been reserved whilst purchasers secure mortgages, leaving just five properties to sell (although it is noted that three are reserved only at this stage). Subsequently, a large proportion of the dwellings are already sold in any case.

Although permission is often granted for signs advertising houses under construction these are usually better related to where the development site is located and generally serving larger developments. The Council acknowledge it is important for the developer to sell the houses as quickly as possible though this appears to be happening without the sign. The necessity of the sign is therefore questioned as is the chosen location, some distance from the development site.

Furthermore, the proposed sign would be large and occupy an exposed and prominent site at the entrance to the village from the north. As a result the sign would have a significant impact on the character and appearance of the site and surroundings and in this case it is not considered the sign has been justified in terms of need. On balance therefore it is not considered the sign can be approved as it would have a significant adverse impact on the site and surroundings and insufficient justification has been provided to site the sign at this location for the period sought.

It is also noted the sign occupies a site within the Green Belt. As the case to justify the sign has not been sufficiently made it is considered the sign is inappropriate in the Green Belt and therefore contrary to Policy EN14.

The Highway Authority does not object and therefore no concerns are raised in respect of public safety.

Refusal is recommended on the grounds of detriment to visual amenity.

## **RECOMMENDATION**

### **Refuse permission with reasons**

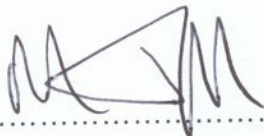
- 1. The proposed sign, by reason of size and siting, in an isolated prominent open location at the entrance to Ruddington and set a significant distance from the housing development it would advertise, would form an obtrusive feature within the site and streetscene, detrimental to visual amenity and harmful to the openness of the Green Belt. The development is therefore, contrary to policy 10 of the Core Strategy and Policies GP2, EN8 and EN14 which seek to ensure development is visually acceptable and appropriate to its context within the Green Belt.**

Note-

The application was not the subject of pre-application consultation and there is a fundamental objection to the design of the extension. Negotiations have not been initiated with the agent in this instance in order to allow the decision to be issued in a timely manner.

Having regard to the above and having taken into account matters raised there are no other material considerations which are of significant weight in reaching a decision on this application.

Decision Approved by  
Principal Area Planning Officer

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Date

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