

45/15/0014/A

MR & MRS AYRE

**Display of 3 No. non-illuminated directional signs at Lower Toollands, New Road, West Bagborough**

Location: LOWER TOOLLANDS, NEW ROAD, WEST BAGBOROUGH,  
TAUNTON, TA4 3EP

Grid Reference: 315721.132619                      Advertisement

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## **Recommendation**

### **Recommended decision: Split Decision**

The two directional signs 1 & 2 as per submitted dwg. no. TJA-3-15-030, dated 1, Dec 2015 (reading Quantock Camping & a series of detachable symbols) are proposed to be located in a prominent elevated position on a principle highway (A358), at the point of the junction with the road into West Bagborough and close to a very tight bend. As such these signs are refused on highway safety grounds and by virtue of undue impact on public safety. As such, these proposed adverts would be contrary to paragraphs 67 and 68 of the National Planning Practice Guidance on advertisements, and are also contrary to saved Local Plan Policy EC26, and Emerging Policy D3 and the NPPF.

### **Recommended Condition(s) (if applicable)**

1. 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.

Reason: In accordance with the provisions of Schedule 2 of the Town and Country (Control of Advertisements) (England) Regulations 2007.

2. No advertisement shall be sited or displayed so as to:
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: In accordance with the provisions of Schedule 2 of the Town and Country (Control of Advertisements) (England) Regulations 2007.

3. 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.

Reason: In accordance with the provisions of Schedule 2 of the Town and Country (Control of Advertisements) (England) Regulations 2007.

4. 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.

Reason: In accordance with the provisions of Schedule 2 of the Town and Country (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with the provisions of Schedule 2 of the Town and Country (Control of Advertisements) (England) Regulations 2007.

#### Notes to Applicant

1. The smaller site name directional sign 3(dwg. no. TJA-3-15-03, dated 1/12/15) is hereby approved.

The two larger directional signs 1 & 2 at the main road junction with the A358 and West Bagborough Road are refused.

## Proposal

Display of 3 no. non illuminated directional signs. Two are to be erected at the junction of the A358 main County route and New Road West Bagborough. These two signs Sign 1 and Sign 2) are proposed to measure a width of 1350mm x 700mm high with black lettering no more than 100mm high on a white background with a series of four detachable icons depicting tents shepherds hut, caravan and pods/lodges on each sign (as per dwg TJA-3-15-). The remaining single sign (sign 3), would be 1100mm wide and 650mm tall, and have black lettering (100mm high) on a white background, and would be erected on the right hand side of the existing campsites entrance.

## Site Description

The site lies to the south of West Bagborough, outside of the Quantock Hills Area of Outstanding Natural Beauty, forming the corner with New Road and the main A358.

The existing site comprises of a residential property, subject to an agricultural tie surrounded by grassed garden/field areas to the north, west and east.

An area of trees in the south-east area of the site is subject to a Tree Preservation Order. The applicant has recently removed several small birches along the southern roadside boundary and has also formed a raised bund/bank inside this boundary and planted evergreen shrubs and trees in order to screen the campsite and reduce the passing traffic noise.

The site shares an un-made access with Parkgate House and The Combes, plus a complex of five timber and tile holiday chalets. The track also serves a few residential properties to the north-west of the holiday units. The site was formerly understood to have been used as a plant nursery and well established trees line the roadside boundaries.

## **Relevant Planning History**

Planning permission was initially granted for the four holiday units in the north of the site in June 2007 (application 45/06/0025), with an amended scheme granted in October 2007 (application 45/07/0018). A further application in 2008 sought to amend the wording of the condition limiting the occupancy to holiday units (application 45/08/0007) which was approved on 22/7/08. Planning permission for a single storey extension and alterations to the staff accommodation was refused in November 2011 (application 45/11/0022) and subsequently allowed at appeal. A further planning application on the same site for the demolition of the staff accommodation and erection of the holiday chalet was refused in May 2012 (application 45/12/0005). Planning permission was subsequently permitted for an additional holiday unit in March 2013 (application 45/12/0026). In addition, various planning permissions have been granted over the years for the retention of various horticultural buildings and polytunnels at the site.

A second associated application ref 45/15/0015 has also recently been submitted for proposed alterations to the existing campsite layout together with the erection of two additional timber pods and the erection of sound reducing fencing.

## **Consultation Responses**

WEST BAGBOROUGH PARISH COUNCIL - The PC objects to the siting of the large double-sided sign at the junction of New Lane and the A358 on the following grounds.

- Highway Safety on what is a dangerous junction.
- Visual distraction.

*ECONOMIC DEVELOPMENT* - No comments received on these adverts.

*SCC - TRANSPORT DEVELOPMENT GROUP* - The Highway Authority would have no objection to the sign proposed at the site entrance however, the advanced

directional signs especially in the position in close proximity to a junction and poorly aligned section or carriageway is considered likely to result in additional highway dangers.

I would recommend that this application be refused on highway ground for the following reason(s):-

The proposed advertisement would be contrary to paragraphs 67 and 68 of the National Planning Practice Guidance on advertisements in that it would be prejudicial to highway safety insofar as it invites drivers to turn, but is sited so close to the turning that there is insufficient time to signal and turn safely.

*LANDSCAPE* - Could the signs be smaller in size? Is there a reason why two signs are required at the road junction?

*THE QUANTOCK HILLS AONB SERVICE* - We note the comments made by your Landscape Officer and agree with the question over the size and number of signs. We have written to Taunton Deane in the past regarding the cumulative impacts of signs along the main arterial routes leading to and bordering the Quantock Hills. Whilst.

We have no guidance related to this issue we would hope that your assessment will consider the sensitivity of the AONB landscape and only approve signs that will not detract from the nearby protected landscape. It is very difficult to make any comments regarding the appearance of the signs based on the images provided other than to note that the entrance to West Bagborough village has a Quantock Hills AONB village cast iron gateway sign (also Black and White).

Without making a site visit I am unable to remember if this sign would be seen in the same view as any of the 3 of the applicant's proposed signs, if it does please consider whether the proposed signs would distract from this important iconic sign that marks the entrance to the Quantocks in this location.

## **Representations Received**

Two representations have been received from members of the community.

One from a near neighbour, raising objections to the commercial directional signs being displayed on the corner of New Road and the main road as they distract driver attention from more important speed restriction signs around this dangerous right hand bend. There have been a number of accidents on this corner junction over the last 33 years and non-transparent signs may add to driver confusion.

The second representation was anonymous but raised the same points.

## **Planning Policy Context**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications are determined in accordance with the development plan unless material considerations indicate otherwise.

The development plan for Taunton Deane comprises the Taunton Deane Core Strategy (2012), saved policies of the Taunton Deane Local Plan (2004), the Taunton Town Centre Area Action Plan (2008), Somerset Minerals Local Plan (2015), and Somerset Waste Core Strategy (2013).

Relevant policies of the development plan are listed below. Policies from emerging plans are also listed; these are a material consideration.

EC26 - TDBCLP - Outdoor Advertisements and Signs,  
NPPF - National Planning Policy Framework,

## **Local finance considerations**

### **Community Infrastructure Levy**

Not applicable in this case.

### **New Homes Bonus**

Not applicable in this case.

## **Determining issues and considerations**

The Town and Country Planning (Control of Advertisements) Regulations 2007 indicate that the power to control advertisements must be exercised in the interests of amenity and public safety only.

### **Impact of the advertisements on amenity**

#### *Sign 3, double sided campsite name sign*

The proposed double sided Campsite sign will be erected on the right-hand side of the existing access track, to replace a much smaller existing sign within the existing boundary hedging. It will not have significant impacts on the rural character of the area as there currently exists a timber post and rail fence along the internal northern boundary and a layered low hedge boundary alongside the north western boundary and trees forming an existing woodland walk. The proposed advert is in keeping with the area by reason of the design, scale and colour and size (1100mm x 650mm). It will have a white background and have black lettering of 100mm high. The sign will not be illuminated.

The position of this proposed signage is within the applicant's private land on the opposite side of the existing shared access and will not have any significant impact on existing residential amenity in the area.

*Signs 1 & 2, on right side of New Road at junction with A358.*

This proposed 'V' configuration as shown on dwg. no. TJA-3-15-03 is to be located on the right hand bend at the junction of the A358 and New Road to West Bagborough.

It is considered that the proposed advertisements would not particularly be in keeping with the rural location and it is noted that there are no other (authorised) signs in the immediate vicinity except for the two directional highways signs for West Bagborough. These signs would have an impact on the character and appearance of the area at the entrance of the village, but the site is not located within the Quantocks AONB. There is an accumulative impact with other existing signage at the junction which would contribute detrimentally to the impacts on the sensitivity of the amenity of the area. However, it is understood that these other signs are not authorised. In conclusion, because the signs are relatively small, are not within the AONB, are not near any public footpaths or other public viewing positions and will not be illuminated, it is not felt that it would be reasonable to refuse them on the grounds of amenity impact.

### **Impact of the advertisements on public safety**

*Sign 3, double sided campsite name sign*

This Campsite sign will not have any significant impacts on public safety and will be erected on private land in the applicant's ownership and is therefore acceptable with both local and national policy.

*Signs 1 & 2, on right side of New Road at junction with A358.*

These non-illuminated signs are proposed to be located in a prominent elevated position on a busy junction from a tight bend on a major route. It is considered that the siting of the signs in close proximity to the junction in a poorly aligned section of the carriageway would result in additional highway danger and a harm to highway safety. Therefore, these signs are contrary to national and local policy and are refused advertisement consent.

In preparing this report the planning officer has considered fully the implications and requirements of the Human Rights Act 1998.

**Contact Officer: Sue Keal**