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<b>APPLICATION NO.</b>	<a href="#">P16/V0009/A</a>
<b>APPLICATION TYPE</b>	ADVERTISEMENT
<b>REGISTERED</b>	8.1.2016
<b>PARISH</b>	DRAYTON
<b>WARD MEMBER(S)</b>	Stuart Davenport
<b>APPLICANT</b>	Miller Homes Ltd - Southern Re
<b>SITE</b>	Land at Abingdon Road, Drayton, Abingdon, OX14 4SU
<b>PROPOSAL</b>	Erection of 2 x single sided pole mounted advertisements
<b>AMENDMENTS</b>	None
<b>OFFICER</b>	Penny Silverwood

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## SUMMARY

The application is referred to committee as Drayton Parish Council objects.

The proposal is for the erection of two single-sided, pole-mounted advertisement signs to the west of Abingdon Road.

The main issues are:

- The impact on the visual amenity of the area, which is considered acceptable
- The impact on public and highway safety, which is considered acceptable.

The application is recommended for approval, subject to conditions.

### 1.0 INTRODUCTION

1.1 The application site is land to the west of Abingdon Road, located to the north of Drayton village. Planning permission was granted in 2014 (P14/V2504/FUL) for the erection of 73 dwellings and associated works at this location. A copy of the site plan is **attached** as Appendix 1.

1.2 The application comes to committee as Drayton Parish Council objects.

### 2.0 PROPOSAL

2.1 This application seeks advertisement consent for the erection of two non-illuminated, single-sided, pole-mounted signs.

2.2 A copy of the application plans are **attached** at Appendix 2.

### 3.0 SUMMARY OF CONSULTATIONS & REPRESENTATIONS

3.1

Drayton Parish Council	Objection. The grounds for objection are: <ul style="list-style-type: none"><li>- Distraction to approaching motorists' attention from the junction of Abingdon Road and Sutton Wick Lane</li><li>- The sign may obscure the vision of motorists emerging from the residential access road which forms the set-back portion running parallel to Abingdon Road</li><li>- Vision to the north of the site could be obscured</li></ul>
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	- The sign should be set back further away from the main road.
Highways Liaison Officer (Oxfordshire County Council)	No objection, following clarification of vision splays.
Environmental Protection Team (VOWH)	No objection.

#### 4.0 RELEVANT PLANNING HISTORY

##### 4.1 Applications

[P14/V2504/FUL](#) - Approved (06/11/2015)

Erection of 73 dwellings with associated access, parking, open space, sports pitches, new footpath connection to Corneville Road (full) and pavilion (outline element all matters reserved). (As amended by documentation received on 30 March 2015 and landscape drawings received 24 April 2015).

[P09/V1919](#) - Approved (19/11/2009)

Erection of a first floor front extension.

[P02/V1672](#) - Approved (06/01/2003)

Demolition of existing dwelling. Erection of replacement dwelling.

[P98/V1491](#) - Approved (18/01/1999)

Amendments to DRA/14904/1 for the erection of two detached dwellings with double garage. (Plots 1&2).

[P97/V0555/O](#) - Other Outcome (10/06/1997)

Erection of 3 detached dwellings and garages.  
Creation of two new accesses.

##### 4.2 Pre-application advice

No relevant pre-application advice history.

#### 5.0 POLICY & GUIDANCE

##### 5.1 National Planning Policy Framework 2012 and National Planning Practice Guidance 2014

The NPPF replaces all previous PPG's and PPS's and also indicates the weight to be given to existing local plan policies. The local plan policies that are relevant to this application are considered to have a high degree of consistency with the NPPF and should therefore be given appropriate weight. The NPPG provides supplementary guidance to the NPPF.

##### 5.2 Vale of White Horse Local Plan 2011 policies;

The development plan for this area comprises the adopted Vale of White Horse Local Plan 2011. The following local plan policies relevant to this application were 'saved' by direction on 1 July 2009.

Policy Number	Policy Title
DC1	Design
DC5	Access

**5.3 Emerging Local Plan 2031 Part 1**

The draft local plan Part 1 is not currently adopted policy and this emerging policy and its supporting text has limited weight as per paragraph 216 of the NPPF. Greater regard therefore is to be given to the NPPF in line with paragraph 14 and where relevant, the saved policies (listed above) within the existing Local Plan.

<b>Policy Number</b>	<b>Policy Title</b>
Core Policy 1	Presumption in favour of sustainable development
Core Policy 37	Design and local distinctiveness

**5.4 Supplementary Planning Guidance**

- **Design Guide – March 2015**

**5.5 Neighbourhood Plans**

The application has been assessed against relevant policies in the Drayton Neighbourhood Plan.

**5.6 Other Relevant Legislation**

- Human Rights Act 1998

The provisions of the Human Rights Act 1998 have been taken into account in the processing of the application and the preparation of this report.

- Equality Act 2010

In determining this planning application the Council has regard to its equalities obligations including its obligations under section 149 of the Equality Act 2010.

**6.0 PLANNING CONSIDERATIONS**

6.1 The main issues in determining this application are the impacts on the visual amenity of the area and the impact on public safety.

**6.2 Impact on visual amenity**

The proposed signs will be approximately 3 metres in height and 2 metres wide and will be located 1 metre from the ground. Consent is required for a temporary period until 31<sup>st</sup> December 2017 during the marketing process for the development of the site. The requirement for the signs to advertise the new housing currently being built on the site is acknowledged.

6.3 The proposed signs will be non-illuminated, and the signs will be set back from the adjacent road by approximately 3.5 metres.

6.4 Given the temporary nature of the signs, and their proposed position set back from the road, the design and siting of the advertisements is not considered to harm the visual amenity of the area.

**6.5 Impact of highways and public safety**

Objections have been raised by Drayton Parish Council on the grounds that the proposed signs may affect visibility for motorists at the junction of Sutton Wick Lane with Abingdon Road and the junction of Abingdon Road with the residential access road serving properties to the west of Abingdon Road. In addition the Parish Council raised concerns that the sign could impact visibility to the north.

6.6 Oxfordshire County Council's highways liaison officer has been consulted and originally raised some concerns regarding the sign being located within the left hand side vision splay and the likely impact on highway safety as a result of this. Following the

submission of an additional plan which illustrates that the sign will be located outside of the vision splay for the access road to the development, the highways officer has confirmed there is no objection on the ground of highway safety.

6.7 The proposed location of the advertisements is acceptable to the highways officer and accords with safety standards. Therefore there is not considered to be any harm to highways or public safety.

7.0 **CONCLUSION**

7.1 The proposed advertisements will not harm the visual amenity of the area or public safety. The proposal therefore complies with the provisions of the development plan, in particular policies DC1 and DC5 of the adopted Vale of White Horse Local Plan 2011. The proposal is also considered to comply with the provisions of the council's adopted Design Guide, the Drayton Neighbourhood Plan and the National Planning Policy Framework.

8.0 **RECOMMENDATION**

**To grant consent to display advertisement, subject to standard advertisement consent conditions.**

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