

**UTT/19/0032/AV (SAFFRON WALDEN)**

(UDC interest in site)

**PROPOSAL:** Proposed Signage

**LOCATION:** Car park at Waitrose Ltd, Hill Street, Saffron Walden  
CB10 1EH

**APPLICANT:** Debden Grange

**AGENT:** Media Matters

**EXPIRY DATE:** 8.3.19 – Extension of time 12.4.19

**CASE OFFICER:** Rosemary Clark

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**1. NOTATION**

1.1 Within Development Limits, Conservation Area

**2. DESCRIPTION OF SITE**

2.1 The application site comprises the area that serves the lifts that give access to the first floor car park adjacent to Waitrose store in Saffron Walden town centre.

**3. PROPOSAL**

3.1 The application relates to proposed signage to be situated above the lift areas to advertise the Marketing Suite that is situated in Rose and Crown Walk. The sign would have dimensions of 4.4m x 0.55m.

**4. ENVIRONMENTAL IMPACT ASSESSMENT**

4.1 The proposal is not a Schedule 1 development, nor does it exceed the threshold criteria of Schedule 2, and therefore an Environmental Assessment is not required.

**5. APPLICANT'S CASE**

5.1 Proposed signage does not fall within criteria for Permitted signage – Express advertisement Consent is required.

**6. RELEVANT SITE HISTORY**

6.1 N/a

**7. POLICIES**

7.1 **Town and Country Planning Advertisement Regulations 2007**

7.2 **Uttlesford Local Plan (2005)**

GEN2 – Design

GEN1 – Access

ENV1 – Development within the Conservation Area

7.3 **National Policies**

NPPF

7.4 **Other Material Considerations**

D3 – Design

TA1 – Accessible Development

EN2 – Development within the Conservation Area

**8. PARISH/TOWN COUNCIL COMMENTS**

8.1 Town Council consulted – expired 8.2.19 – Objection – excessive and inessential signage which is not good practise and does not meet dementia friendly urban design guidelines.

**9. CONSULTATIONS**

**Business Support Officer**

9.2 There is a Management Agreement between UDC and Waitrose – extracts indicate that Waitrose has exclusive rights to affix and display signage as appropriate. However, it has been indicated that the proposed signage would not be acceptable in this instance.

**10. REPRESENTATIONS**

10.1 8 Neighbours consulted – expired 4.2.19 – No responses received

Waitrose – Objection on design – no other signs of this nature within the car park and excessive size. Waitrose have confirmed that they own the site and have not provided consent for the proposed signage

**11. APPRAISAL**

The issues to consider in the determination of the application are:

A Whether the proposal would harm the amenity of the area and

character and appearance of the Conservation Area(Uttlesford District Council Policies GEN2 and ENV1)

B Whether the proposal would affect highway safety and movement of traffic (Uttlesford District Council Policy GEN1)

**A Whether the proposal would harm the amenity of the area and character and appearance of the Conservation Area (ULP Policy GEN2 and ENV1)**

11.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that local planning authorities when determining an application made under these provisions shall only exercise its determination powers with regards to amenity and public safety. Any material policies of the development plan or other relevant factors shall be taken into consideration when making a determination. The Uttlesford Local Plan does not contain any specific policies relating to display advertisements, however policies that would be appropriate are ULP Policies GEN2, GEN1 and ENV1. These relate to design, highway safety and the impact on the character and appearance of the Conservation Area.

11.2 The effect on the amenity of the location takes into consideration the impact on the neighbouring residents and general characteristics of the locality. The application site is situated in Saffron Walden town centre close the commercial properties, where it is expected to see advertisements and signage of this type. Whilst acknowledging that the proposal is quite large, it is not considered that it would have a detrimental impact on the character and appearance of the conservation area, given its nature and location. The signage would not be illuminated and is required for a temporary period until January 2020. It is therefore considered that the proposals are acceptable in this respect.

**B Whether the proposal would adversely affect highway safety and movement of traffic (ULP Policy GEN1)**

11.3 In the case of public safety, the relevant factors to consider include the safety of persons using any highway and whether the display of the advertisement would obscure traffic signs or would create a hazard. The site of the signage is not visible from the public highway and therefore there would be no confusion for motorists and would not obscure any existing traffic signs, devices or pedestrian access and any public safety, as such therefore accords with ULP Policy GEN1.

11.4 It should be noted that even if the advertisement is approved , the works cannot be carried out without the permission of the owners of the site. This appears to be Waitrose and Uttlesford District

Council who hold a Management Agreement that states that only advertisements relating to the Waitrose Store can be erected on these premises. Both Waitrose and the Council have objected to the erection of the signage and therefore, the works cannot go ahead until permission is granted from all interest parties. Nonetheless, it should be noted that this is not a material planning consideration.

## **12. CONCLUSION**

The following is a summary of the main reasons for the recommendation:

- A** The proposal is acceptable in terms of design and would not be harmful to the amenity of the locality or the character and appearance of the Conservation Area.
- B** The proposal would not adversely impact highway safety.

## **RECOMMENDATION – APPROVAL WITH CONDITIONS**

### **Conditions**

1. This consent shall expire on 31 January 2020 or when the business occupying the relevant premises changes, whichever is the sooner, whereupon the signage shall be removed and any damage repaired unless further consent to display has been given by the Local Planning Authority.  
  
REASON: In the interests of visual amenity and highway safety in accordance with Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisement shall be maintained in a safe condition.  
  
REASON: In the interests of visual amenity and highway safety in accordance with Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
3. Where an advertisements is required under these regulation is to be removed, the removal shall be carried out in accordance with details to be submitted to and approved in writing by the Local Planning Authority.  
  
REASON: In the interests of visual amenity and highway safety in accordance with Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
4. 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.

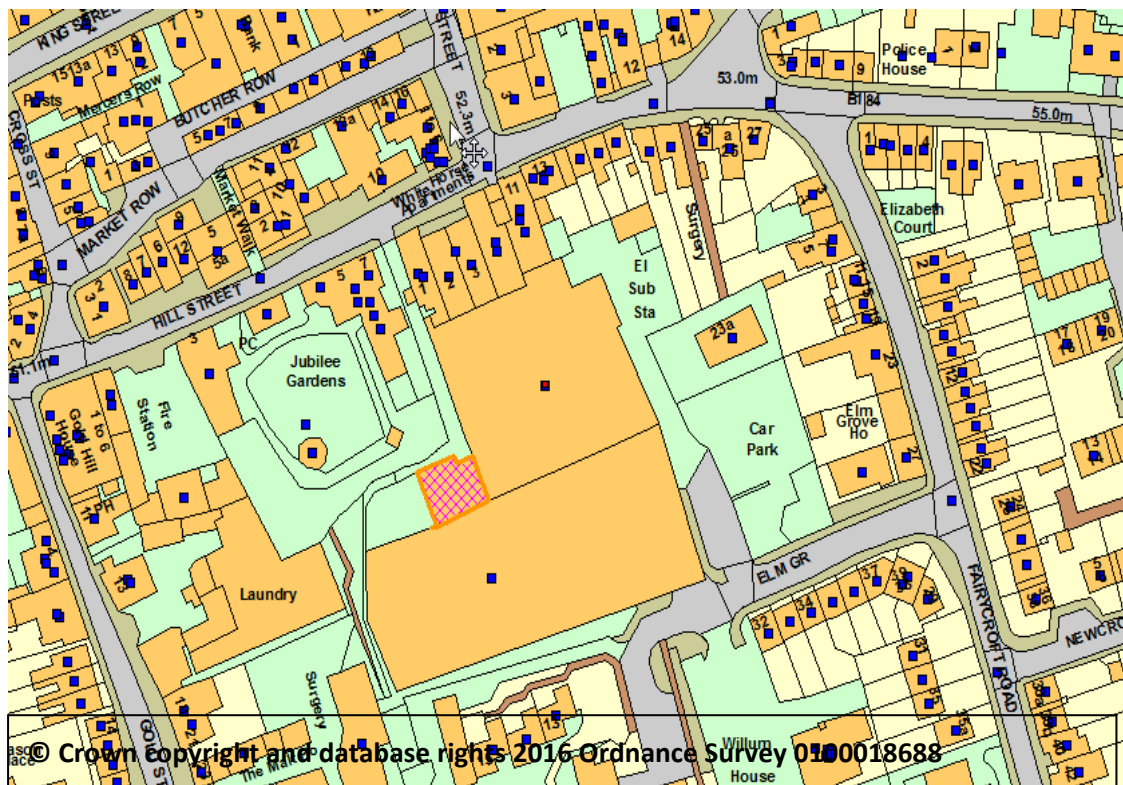
REASON: In the interests of visual amenity and highway safety in accordance with Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

REASON: In the interests of visual amenity and highway safety in accordance with Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application: UTT/19/0032/AV

Address: Waitrose Store, Hill Street, Saffron Walden, Essex CB10 1EH



Organisation:	Uttlesford District Council
Department:	Planning
Date:	25.3.19