

East Area Planning Committee:

1st July 2015

Application Number: 15/00178/ADV

Decision Due by: 13th April 2015

Proposal: Display of 1 no. non-illuminated banner and 1 no. non-illuminated free standing sign (part retrospective)

Site Address: Rose Hill Sports Ground, Ashhurst Way (**site plan: appendix 1**)

Ward: Rose Hill and Iffley Ward

Agent: N/A

Applicant: Oxford City Council

Recommendation:

APPLICATION BE APPROVED

For the following reasons:

- 1 The application is considered acceptable in terms of scale, design, appearance and materials and would not cause any unacceptable levels of harm to residential amenity or to highway safety. The proposal accords with policies CP1, CP8 and RC14 of the Oxford Local Plan 2001-2016 and policy CS18 of the Core Strategy 2026.

Conditions:

- 1 Five year time limit
- 2 Advert - Statutory conditions

Main Local Plan Policies:

Oxford Local Plan 2001-2016

CP1 - Development Proposals

CP8 - Design Development to Relate to its Context

RC14 - Advertisements

Core Strategy

CS18_ - Urban design, town character, historic environment

Other Material Considerations:

National Planning Policy Framework
Planning Practice Guidance

Relevant Site History:

13/01940/CT3 - Demolition of existing sports pavilion. Erection of 2 storey community centre involving replacement sports pavilion, car and cycle parking, entrance square, multi-use games area and children's play area. – Approved

Representations Received:

None

Statutory Consultees:

None

Issues:

Design
Impact on highway safety

Officers Assessment:**Site Description and Proposal**

1. The application site relates to the development site of the new Rose Hill Community Centre and the main access leading the site from Ashhurst Way (**appendix 1**).
2. The Community Centre is currently under construction and the immediate surroundings of the application site include an advice centre, nursery, scout hut and primary school as well as a number of residential properties.
3. This application seeks advertisement consent for a free standing sign board of approximately 4.4m in height positioned near to the access drive to the new Community Centre. This advertisement is already in place and promotes the development of the new Community Centre; providing local residents with relevant links and information about the development and facilities at the site.
4. In addition to the above, the application also proposes an 11m long banner to be fastened to an existing fence on the access driveway to the Community Centre. The proposed banner would be sited opposite the nursery. The proposed signage would promote the Rose Hill Community Centre Art Project and includes artwork designed by children from the local primary school.
5. All of the proposed advertisements relate to projects being promoted by the City Council; the City Council are the applicants of this application.

Design

6. The proposed signage is acceptable in terms of its design. The proposed signage clearly relates closely to the land on which it is sited and would not be visually obtrusive. None of the proposed signage is illuminated.

Highway Safety

7. The freestanding sign would be visible from the road but it is considered that the signage would not be a distraction or hazard to passing motorists. The proposed banner sign would be situated on the access driveway where it would only be visible to those entering the Community Centre site. On this basis none of the proposed advertisements would have a detrimental impact on highway safety.

Conclusion

8. Officers recommend that the application for advertisement consent can be approved subject to the standard conditions.

Human Rights Act 1998

Officers have considered the implications of the Human Rights Act 1998 in reaching a recommendation to approve this application. They consider that the interference with the human rights of the applicant under Article 8/Article 1 of Protocol 1 is justifiable and proportionate for the protection of the rights and freedom of others or the control of his/her property in this way is in accordance with the general interest.

Section 17 of the Crime and Disorder Act 1998

Officers have considered, with due regard, the likely effect of the proposal on the need to reduce crime and disorder as part of the determination of this application, in accordance with section 17 of the Crime and Disorder Act 1998. In reaching a recommendation to grant advertisement consent, officers consider that the proposal will not undermine crime prevention or the promotion of community safety.

Background Papers:

15/00178/ADV

Contact Officer: Rob Fowler

Extension: 2104

Date: 11th June 2015

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