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| **Jacobs Douwe Egberts**  **Ruscote Avenue**  **Banbury**  **OX16 2QU** | **15/01786/ADV** |
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| **Case Officer:** Lewis Bankes-Hughes | **Recommendation:** Approval |

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| **Applicant:** | Jacobs Douwe Egberts Ops GB Ltd |

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| **Application Description:** 4 x Occasional Hanging Banners |

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| **1.** | **Site Description and Proposed Development** | |
| 1.1 | The Jacobs Douwe Egberts site is located on the junction of Ruscote Avenue and Southam Road. Advertising consent is being sought for 4 hanging banners which will be displayed temporarily to advertise a limited number of recruitment events throughout the year. The banners will be displayed at 4 locations around the site and will be attached to an existing boundary fence. Each advertisement will measure no greater than 1m x 5m. An example of the type of banner which will be displayed is shown below:  C:\Users\lewisbankeshughes\Desktop\Iclipse~~imF3.jpg  Initially, advertising consent was being sought for the temporary display of banners for specific events throughout the year. This meant that separate advertising applications were required each time the Applicant wished to advertise an event. It was therefore suggested to the Applicant that it might be more appropriate for the Council to grant conditional long term consent, enabling the Applicant to display multiple different banners throughout the year without requiring separate consent for each banner or Application. The Applicant agreed to this proposal and the application was subsequently revised. | |
| 1.2 | **Site constraints:** There are no site constraints considered relevant to this application. | |
| **2.** | **Application Publicity** | |
| 2.1  2.2 | The application was advertised online via the Council’s website. The final date for comment was 23 November 2015.  No comments were received from members of the public as the result of this consultation process. | |
| **3.** | **Consultations** | |
| 3.1 | Banbury Town Council: No objection. | |
| **Cherwell District Council Consultees** | | |
| 3.3 | | None |
| **Oxfordshire County Council Consultees** | | |
| 3.4 | | Highways Liaison Officer: No objection. |
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| **4.** | | **Relevant National and Local Policy and Guidance** |
| 4.1 | | National Planning Policy Framework  Paragraph 67 of the NPPF states *‘poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’*. |
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| **5.** | | **Appraisal** |
| 5.1 | | The key issues for consideration in this application are:   * Visual Amenity * Public Safety |
| 5.2 | | **Visual Amenities**  The Jacobs Douwe Egberts site is surrounded by a number of commercial and retail developments. Advertisements in this part of Banbury are therefore commonplace but it is important that these advertisements are carefully controlled in order to avoid a proliferation of advertisements which could harm the appearance of the built environment. It is therefore recommended that a series of conditions are imposed to ensure that the banners are only displayed for as long as strictly necessary to avoid causing harm to the visual amenities of the locality, whilst providing the Applicant with flexibility to advertise a small number of different events each year. Subject to these conditions, the proposed banners are considered to comply with the provisions of Paragraph 67 of the NPPF relating to visual amenity. |
| 5.3 | | **Public Safety**  The proposed banners are not considered to present a risk to public safety or highway safety due to their temporary nature and position in relation to Ruscote Avenue and Southam Road. Furthermore, the Highways Liaison Officer has raised no objection to the proposal. The proposed banners are therefore considered to comply with the provisions of Paragraph 67 of the NPPF relating to public safety. |
|  | | **Engagement** |
| 5.4 | | With regard to the duty set out in paragraphs 186 and 187 of the Framework, no problems or issues have arisen during the application. It is considered that the duty to be positive and proactive has been discharged through the efficient and timely determination of the application. |
|  | | **Conclusion** |
| 5.5 | | The proposal is considered to comply with the provisions of Paragraph 67 of the NPPF and is therefore recommended for approval subject to the conditions set out below. |
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| **6.** | Recommendation  **Approval**, subject to the following conditions:  1 At the end of a period of five years form the date of this decision, this consent for the display of advertisements will lapse.    Reason - By virtue of Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.  2 Except where otherwise stipulated by condition, the application shall be carried out strictly in accordance with Drawing Number 23950-01 Rev. A submitted with the Application.    Reason - For the avoidance of doubt, to ensure that the development is carried out only as approved by the Local Planning Authority and to comply with Government guidance contained within the National Planning Policy Framework.  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 - By virtue of Regulation 14 (1) (a) and Schedule 2, of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.   1. No advertisement shall be sited or displayed so as to:-      1. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); 2. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or 3. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.     Reason - By virtue of Regulation 14 (1) (a) and Schedule 2, of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.  5 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 - By virtue of Regulation 14 (1) (a) and Schedule 2, of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.  6 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.    Reason - By virtue of Regulation 14 (1) (a) and Schedule 2, of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.  7 No advertisement shall be illuminated.    Reason - In the interests of amenity and public safety and to comply with Government guidance contained within the National Planning Policy Framework.  8 A maximum of 4 advertisements (each measuring a maximum of 1000mm x 5000mm) may be displayed each year at each of the locations shown on drawing number 23950-01 Rev. A from the date of this decision.    Reason - In the interests of amenity and public safety and to comply with Government guidance contained within the National Planning Policy Framework.  9 No individual advertisement shall be displayed for a period greater than 1 month in any 3 month period    Reason - In the interests of amenity and public safety and to comply with Government guidance contained within the National Planning Policy Framework.  10 No more than 1 advertisement shall be displayed at each location at any one time    Reason - In the interests of amenity and public safety and to comply with Government guidance contained within the National Planning Policy Framework.  STATEMENT OF ENGAGEMENT  In accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015 and paragraphs 186 and 187 of the National Planning Policy Framework (March 2012), this decision has been taken by the Council having worked with the applicant and agent in a positive and proactive way as the decision has been made in an efficient and timely way. | |

**Signed Case Officer:** L Bankes-Hughes **Date:** 24/11/15 **Possible to delegate**

**Signed SPO/TL: Date: decision:** Y 🞐 / N 🞐