



A PLANNING COMMITTEE MEETING OF ALCESTER TOWN COUNCIL WAS HELD ON MONDAY 27th JULY 2015 7PM AT GLOBE HOUSE, PRIORY ROAD, ALCESTER

Present

Cllrs C Brannigan (Deputy Mayor) (Chairman), C Neal-Sturgess (Mayor), J Bunting, A Foster, Y Morrison, J Kenyon.

PUBLIC PARTICIPATION AT DISCRETION OF CHAIR

Mrs N Knapman, a resident of Priory Road, attended the meeting and addressed the committee regarding item 4a and her objections to the proposed.

A G E N D A (Standing Orders apply only Committee members to take part)

1. Apologies

Apologies were received from Cllrs M Cargill, M Gittus.

2. Declarations of Interest

Cllr J Bunting declared an interest regarding item 4a

3. Minutes of Last Meeting

The minutes of the last Planning Committee meeting having been approved by the Committee were signed by the Chairman.

4. Planning Applications

a) **15/02404/ADV** - Proposed: Installation of 5 x flag poles, 1 x monolith stack board and 7 x hoardings (all non-illuminated) At: 2 Priory Road, Alcester, For: Churchill Retirement Living. Comments due by: **31 July 2015**. Case Officer: Dan Charles

OBJECTION - ATC Cllrs have considered this application as the advertisement application that it is, a length of boards over 2.4m high, predominantly burgundy in colour, running along the edge of the three properties, 2, 4 and 6 Priory Road, with several flags and a stack board as well. Cllrs consider this to be completely inappropriate and overwhelming for this location and will be of demonstrable harm to the unspoilt traditional character along one of the main entrances into the Town. The front edge of these properties are within the conservation area of Alcester and with trees protected by TPO's from SDC. It is the opinion of the local Cllrs that the applicant should be well aware of these issues having had a previous similar application refused by the planning authority, however have shown no regard for reasons given then, in this application. The size, scale and prominent position of the proposed hoardings, with stack board and flags, will have an adverse impact upon the street scene, contrary to policy DEV14 of the SDC 2011 Local Plan (and subsequent policy within the emerging core strategy), the provisions of the District Design Guide 2001 and the provisions of the NPPF, in particular paragraph 67. In addition to this, the size scale and prominent position of the proposed hoardings, with stack board and flags, will have an adverse impact upon the setting of the Alcester Conservation Area, contrary to policy EF.13 of the SDC 2011 Local Plan (and subsequent policy within the emerging core strategy), the provisions of the Alcester Conservation Area Character Appraisal 2008, the District Design Guide 2001 and the provisions of the NPPF, in particular paragraphs 67, 131 & 133.

Cllrs then considered the content of the boards and the impact this will have on the local residents and visitors to the town. They relate to the outcome of an application from the same applicant, 15/01530/FUL, which has not been granted approval at this stage, or indeed even been seen by the Planning Committee of the Local Planning authority. This in itself will be misleading to those viewing it and false advertising at this stage by the applicant. Cllrs consider this application to be premature without any regard for the planning procedure or opinion of the local people. Within their own documentation the applicant states that the hoarding is only required for the construction of the building, yet this has not been granted, therefore hoardings (or a more suitable protection of the site during construction) should not be considered until the outcome of that application has been decided. Cllrs considered that the stack boards and flags, which are proposed to stay up for an extended period of time, was excessive. Cllrs then had to question whether the earliness of this application was to hide the appearance of the now derelict homes within the site purchased by the applicant, and are of the opinion that the applicant should be maintaining these homes to a suitable standard whilst the decision regarding their application is still being decided.

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- b) **15/01929/FUL** - Proposed: Proposed two storey side and rear extension At: 46 Newport Drive, Alcester, Warwickshire, B49 5BL For: Mr & Mrs M Stockley. Comments due by: **3 August 2015**. Case Officer: Richard Bergmann

NO OBJECTION – ATC Cllrs were aware of the previous approved application for part of the proposed rear extension and considered the extended width of the rear extension to be suitable for this property and similar to extensions seen elsewhere in the area. The extension above the garage also appears to be in keeping with similar styles in the area and with the proposed matching roofline will limit the effect on the streetscene. Cllrs do not anticipate there to be any material objections from neighbours, therefore have no objections to this application.

5. Notice of Decision

- a) **15/00952/FUL - APPLICATION WITHDRAWN** – Proposed first floor external play area and small first floor extension. Polkadot Day Nursery, Kinwarton Road, Alcester. *Noted*
- b) **15/01911/HHPA - PRIOR APPROVAL NOT REQUIRED** – Application for prior approval for a single storey extension which would extend beyond the rear wall of the original house by 4.5m, for which the maximum height would be 2.9m and for which the height to the eaves would be 2.9m, at 46 Newport Drive, Alcester. *Noted*
- c) **15/01230/LBC - CONSENT GRANTED WITH CONDITIONS** – Conservatory to rear of property with access from kitchen at 71 priory Road, Alcester. *Noted*

6. Stratford District Council (Planning and Licencing)

- a) **15/01530/FUL** - 2-6 Priory Road, Alcester, for Churchill Retirement Living – To receive an update regarding the application going to SDC Committee on 18th August. *It was agreed that ATC will be represented at this meeting*
- b) **14/00172/ADV** – Information for Cllrs - advertisements permitted under the Advertisement Regulations for Mavericks Hairdressing salon. *Cllrs were informed of the response from the Enforcement Officer regarding this matter: "Application 14/00172/ADV was allocated to a planning enforcement enquiry, the ward member was consulted and the matter reviewed by a Senior Planning Officer. As it was not illuminated it was decided not to have an impact on the Conservation Area, especially as the building itself lies outside of the conservation area. The applicant agreed to paint over the logo on the wall of the adjacent dwelling. The total area of signage displayed was calculated to be 5.3sq.m with the regulations allowing for a max of 4.6sq.m. Following due consideration – i.e. the building is not a significant building or located within the conservation area and formal action was deemed not appropriate in the circumstances with the file being closed under delegated authority." ATC Cllrs were disappointed that they had been excluded from the process especially having raised concerns at the time of the original application. Although the building itself may fall outside of the conservation area, the appearance of its signage in particular will have an impact on the conservation area, a matter which carries as much weight as being within the conservation area itself, as seen in other similar applications in the town. It was suggested that the Deputy Mayor should write a letter to SDC to question this apparent double standard and their disappointment in the disregard of the process.*

7. Market applications

None

8. Correspondence

None

9. Propositions to Full Council

There were no propositions

10. Date and time of next meeting

Monday 10th August 7pm, Globe House