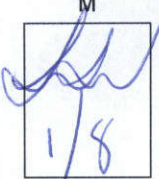
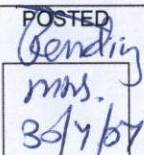


WEEKLY LIST

APP. NO 07/00565/ADV

CASE OFFICER	TEAM LEADER	HOPS/P M	COND. COLOURING COND. NO PLAN NO.	COND. MONITORING	Comino CHECKED	POSTED
mms. 30/7/07		 1/8			mms. 30/7/07	 mms. 30/7/07

Proposal: Internally Illuminated Free Standing Advertising Display Sign**Site Location:** 111 Ashingdon Road Rochford Essex**Legal Agreement:** NO**Plan Numbers/Letters/Supporting Statements** as received on 14th June 2007.**Zoning:****Parish Council** - Hawkwell Parish Council**Officer Report:**

This application is to a site on the western side of Ashingdon Road to the site of a filling station located at the junction of Leecon Way.

The proposal is to construct a free standing internally illuminated advertising display sign. The unit would be sited at the eastern end of the site against the hedged boundary with the adjoining Catholic church and grounds and at the rear of a small group of parking spaces. The unit would adjoin the grass verge but would not be sited within the highway limits.

The proposed unit would have a height of 2.505m and width of 1.31m. The unit would have an illuminated display on one side facing north. The back of the unit would have no advertising display. The unit would be made from aluminium and with a powder coated finish. The maximum amount of static illumination would equate to 658 cd/m2.

The filling station exists in a residential area fronting a busy main road. Further from the site exists schools and shopping parade to the east. Adjoining the site are car sales premises and car accessory show room. Industrial premises are close to the site in Leecon Way but are less visible as they front onto a return frontage leading away from the main road. The filling station has a relatively large shop which together with the car sales use on adjoining land results in a significant amount of advertising and signage material about the site. The proposal would introduce further signage but unrelated to the business on the site with the space being rented for a variety of advertising material that would change from time to time but would impact particularly upon the site frontage onto Ashingdon Road. The proposal would add to this advertising material to the extent that proliferation of advertising material would be increased to the detriment of visual amenity and contrary to Policy SAT 11 to the Council's Adopted Local Plan (2006).

The design of the unit would be as a stand alone facility un - associated with any part of the premises. Whilst the colour of the unit could be agreed, the forward siting of the unit close to

the nearest neighbouring building
being 109 Rectory the Rectory at
Presbytery
109 Rectory Road which is a
Listed Building.

the highway would add to the prominence and detract from the appearance of the site generally increasing the visual clutter of material about the site frontage and forecourt areas.

The intensity of illumination proposed would be within the limits acceptable to the highway authority.

The design and impact is not considered to adversely affect the setting of the adjoining Listed Building.

Representations:

Essex County Council Highways and Transportation

No Objections subject to maximum luminance not exceeding 800 cd/m2.

~~No letters have been received in response to the public notification~~

Policies:

Rochford District Replacement Local Plan (2006)
SAT 9, SAT 11

Conclusions:

REFUSE

REASONS FOR REFUSAL:

- 1 The proposal by way of introducing further advertising medium on the site unrelated to the business activities on the site would add to the extent and amount of advertising material about the site frontage and would increase the proliferation of advertising material to the detriment of visual amenity contrary to Policy SAT 11 to the Council's Adopted Local Plan (2006)