

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO: Planning Committee

9th January 2008

AUTHOR/S: Executive Director / Corporate Manager - Planning and Sustainable Communities

S/1969/07/A - HISTON

**Sign (Retrospective) at Anglia House, Kendal Court, Cambridge Road
For Anglia Fireplaces and Design Ltd.**

Recommendation: Approval

Date for Determination: 12th December 2007

Notes:

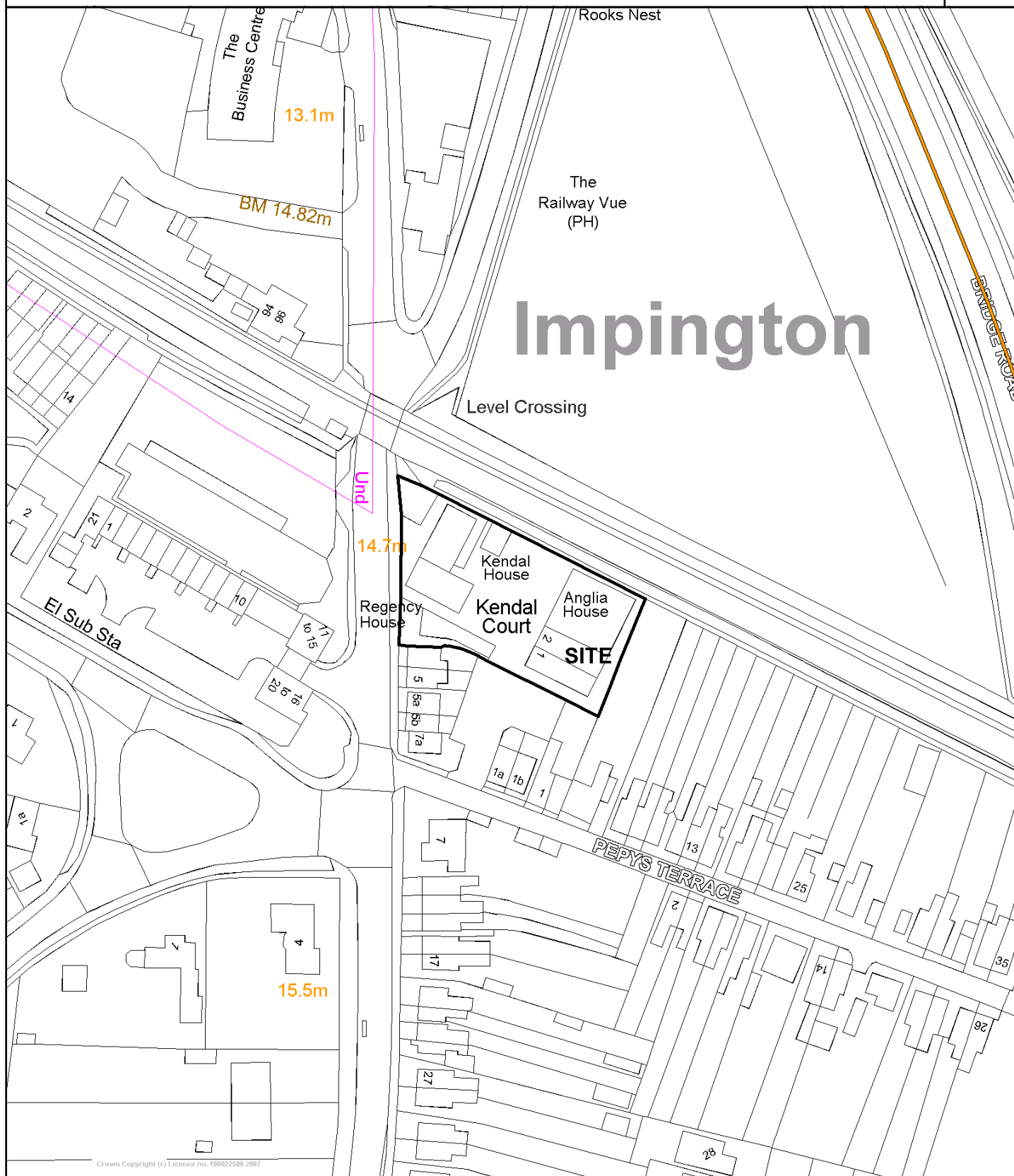
This Application has been reported to the Planning Committee for determination, having been referred at the request of a local Member and first been considered at Chairman's Delegation. The Officer's recommendation of approval conflicts with that of the Parish Council. The Local Member's request for a site visit was not supported, due to the nature of the proposal and as the application is accompanied by good photographs of the sign.

Site and Proposal

1. Anglia House is a commercial property sited behind properties that front Cambridge Road. It lies between the former railway line and the rear gardens of properties on Pepys Terrace. The site is accessed off Cambridge Road on a single lane access that runs between Kendal House and Regency House. It is an area of mixed commercial and domestic uses, with a complex of commercial units adjacent including, amongst others, a shop and funeral parlour. There is a builders' supplies store opposite the site.
2. This retrospective application seeks advertisement consent for a totem sign. This sign is 3 metres high and 1 metre wide. It is made of vinyl, with the majority being red in colour the remainder, at the base, being grey. It has "anglia" in white lettering that is statically internally illuminated. The lower, grey, part has a directional sign to the car park and studio. The sign is sited on the forecourt of Regency House, which is in the same ownership, and is adjacent to the access.

Planning History

3. In 1988 planning permission was granted for the showroom and store, now occupied by Anglia Fireplaces and Design (ref. **S/2424/88/F**).
4. A subsequent application for advertisement consent was made in 1993 for a sign on the sidewall of Kendal House for Anglia Fireplaces and Design. This sign was a simple board. The application was granted (ref. **S/0459/93/A**).



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Scale 1/1250 Date 13/12/2007

Centre = 544240 E 262498 N

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5. In 1997 planning permission (ref. **S/1510/97/F**) was refused for the extension and conversion of Regency House into a dwelling, however a subsequent appeal was allowed.
6. A planning application for a fire escape to Anglia House (the showroom) has recently been approved (ref. **S/2002/07/F**).
7. The site is located within an Area of Special Control for Advertisements. Within such an area additional controls are exercised under The Town and Country Planning (Control of Advertisements) Regulations 2007.

Planning Policy

South Cambridgeshire Local Development Framework Development Control Policies 2007

8. **CH/8 Advertisements** restricts the number, size, format, materials and design of signs in order to ensure they are appropriate to the building or locality. Adverts should not prejudice road safety. The supporting text acknowledges that there must be a balance between commercial needs and protection of the environment, as adverts can greatly influence the appearance of an area.

Consultation

9. **Impington Parish Council** – Refuse. Commenting that the sign is out of keeping with the character of the immediate area, inappropriate and too futuristic in design, overly large, and obscures visibility.
10. **Local Highway Authority** – comments to be reported verbally.

Representations

11. Councillor Mike Mason supports the Parish Council's recommendation of refusal and requested that the application be determined at Planning Committee, he objects on grounds of:

"The Parish Council has recommended refusal based on size and position. It is my understanding that it has already been damaged by vehicle/s, which to some extent justifies their concern.

Whilst understanding the business case for the applicant under the present very difficult trading conditions at this site, Members need to see this in the context of other business and public use of the area on the frontage to the road, which includes the Station Stores and Stebbings Funeral Parlour. The area is subject to heavy traffic and pedestrian movements serving the shops and businesses to the rear. The location of standing signs in this area is of some concern.

Notwithstanding the above comments, I would refer to the document submitted by myself at Planning Committee, 5th December 2007 in respect of applications from Cambridgeshire Guided Bus Project to discharge conditions concerning the very extensive highway alterations at and around Histon Station level crossing. The application site for this advertisement, abuts the Transport and Works Order limits of deviation boundary for this junction with the Guideway. Major road works are now in progress at this location causing

very difficult trading conditions for these local businesses. This work is programmed to continue into the new year and Members would benefit from a site inspection and considered whether any permission needs to be amended or be granted on a temporary basis, subject of course to officer advice”.

Planning Comments – Key Issues

12. The only issues in determining advertisement applications are the impact upon the visual amenity of the area and highway safety. At Chairman’s Delegation it was suggested by the Members that a temporary permission of one year could be given to support the business during the works to construct the Cambridge Guided Busway.
13. Members should note that this is an application for advertisement consent. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 identifies the issues that local planning authorities can consider in determining these applications as being amenity (i.e. visual and aural) and public safety (i.e. highway safety through obscuring a traffic sign or equipment for measuring the speed of traffic, and crime prevention), taking into account provisions of the Development Plan and any other relevant factors. Furthermore, ‘in determining an application for consent for the display of advertisements, the local planning authority may have regard to any material change in circumstances likely to occur within the period for which the consent is requested’.
14. Additional conditions, as the local planning authority thinks fit, may also be added. This can include requiring the removal of any advertisement or the discontinuance of any use of land authorised by the consent, at the end of a specified period, and the carrying out of any works required for the reinstatement of the land.

Amenity

15. The site is within an area of mixed commercial and residential character. The sign relates to a group of commercial buildings. Bishops Hardware Store is opposite and that building is finished, in part, with red sheet cladding.
16. The sign itself is seen against the backdrop of Kendal House when approaching along Cambridge Road from the south, being set back from the back of the pavement by approximately 1 metre. It is obscured from view by Kendal House when approaching from the north along Station Road and is only visible as you pass the access point itself.
17. It is noted that the sign is of a modern design and materials. The illumination of the lettering also means that the sign is relatively prominent within the very immediate area adjacent to it. When seen within its context however, as described above, it is difficult to argue that the sign has significant harm to the visual amenity of the area. On balance, the actual harm to amenity caused by the sign is limited.

Public safety

18. The comments of the Local Highway Authority were awaited at the time of writing however, the sign is set back from the back of the pavement within a triangle of land between the access to Anglia House and car parking spaces to the front of Regency House. Traffic is travelling at relatively low speeds at this point, as there is a 30mph speed limit and it is within 35 metres of the future guided busway crossing. The pavement is quite wide in this location and the roadway has ‘keep clear’ markings, preventing on-street car parking to the frontage. Subject to the comments of the

Local Highway Authority, it is considered that this sign does not threaten public safety unduly.

Temporary consent

19. The sign is acceptable, in that it does not cause significant harm to amenity or public safety, for the reasons set out above.
20. If Members consider the sign is acceptable in these terms they should resolve to approve the application. While the difficulties for local businesses during the period of construction of the Cambridge Guided Busway are noted and are regrettable, it is not usual to take into consideration such matters on applications for adverts. Officers consider the sign to be acceptable and that there are no good planning reasons for limiting the permission to less than the standard 5 year period for advertisements.

Recommendation

21. Approve, subject to the comments of the Local Highway Authority and the five standard planning conditions set out in the Town And Country Planning (Control Of Advertisements) (England) Regulations 2007.

Background Papers: the following background papers were used in the preparation of this report:

- South Cambridgeshire Development Control Policies DPD 2007
- Planning Files Ref: S/2424/88/F, S/0459/93/A, S/1510/97/F, S/2002/07/F and S/1969/07/A
- Documents referred to in the report including appendices on the website only and reports to previous meetings

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