

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO: Planning Committee

1 August 2012

AUTHOR/S: Planning and New Communities Director

S/0050/12/AD – CAXTON AND ELSWORTH ERECTION OF ILLUMINATED FREESTANDING POLE SIGN, LAND AT CAXTON GIBETT FOR THE ABBEY GROUP CAMBRIDGESHIRE LTD

Recommendation: Delegated Approval

Date for Determination: 7 March 2012

Notes:

This Application has been reported to the Planning Committee for determination because the officer recommendation of delegated approval is contrary to the recommendation of refusal from Elsworth and Papworth Everard Parish Councils.

Members will visit this site on Tuesday 31 July 2012

To be presented to the Committee by Paul Sexton

Site and Proposal

1. This application for advertisement consent, as amended by drawings received 12 June 2012, proposes the erection of a single freestanding pole sign on the site of the former Yim Wah restaurant at Caxton Gibbet, which is the subject of application S/0059/12/FL, considered earlier on this agenda.
2. The proposed sign is to be located close to the north boundary of the site, at a point central to the north elevation of the proposed McDonalds building and will be a total of 12m high, with the advertisements all being contained in the top 5m.. The signs are a McDonalds 'M' logo sign, 'open 24 hours sign', Costa Drive Thru sign and a blank box for tenants of the third building proposed for the site (currently unknown). All signs will be internally illuminate by fluorescent tubes
3. This application originally proposed a 6m high pole sign for Costa, with a separate application for a 8m high pole sign for McDonalds (now withdrawn)

Planning Policy

4. National Planning Policy Framework 2012

Local Development Framework Development Control Policies 2007:
CH/8 – Advertisements

Consultation by South Cambridgeshire District Council as Local Planning Authority

Caxton Parish Council recommends approval as originally submitted. It comments that the application is integral to the main application and is therefore subject to the same comments (set out under S/0059/12 above) and is tied to approval of the main application.

Elsworth Parish Council recommends refusal as originally submitted for the same reasons as set out in S/0059/12/FL above.

Papworth Everard Parish Council recommends refusal as originally submitted. 'In a rural setting a tall illuminated freestanding pole sign is not appropriate. It is considered that the signs and logos on the building would be sufficient to fulfil the function of advertising the service provided – it is unnecessary to have a tall pole sign that advertises the service so prominently. It is not clearly marked on the plan accompanying the application precisely where the sign is to be located; therefore there is a lack of adequate information provided – the application is incomplete.'

Cambourne Parish Council recommends approval as originally submitted subject to the condition that the illuminated signs would be turned off when the outlets are closed.

The **Highways Agency** had no objection to the two lower totem signs originally proposed. Comments on the revised sign will be reported at the meeting.

The **Local Highway Authority** had no objection to the two lower totem signs originally proposed. Comments on the revised sign will be reported at the meeting.

Representations by members of the public

5. A letter from the occupier of Kenyon, St Peters Street, Caxton comments that large illuminated signs can be a distraction

Material Planning Considerations

6. In determining applications for advertisement consent Members are permitted to consider the matters of highway safety and visual amenity only.

Highway Safety

7. Neither the Highways Agency nor Local Highway Authority objected to the two lower pole signs originally proposed this application and application S/0241/12 on highway safety grounds, although both pointed the applicant towards technical guidance on the brightness of illuminations. The applicant has confirmed that the proposed level of illumination is in accord with this guidance.
8. Any comments on the amended single pole sign will be reported however officers do not consider that there are any reasons to oppose the application on highway safety grounds.

Visual Amenity

9. Officers originally suggested that two pole signs on the A428 frontage of the site were not acceptable and that a single sign only should be considered. The single sign now proposed is 12m in height and officers are of the view that this will result in the sign being significant higher than surrounding structures and visually intrusive, particularly

given the level of illumination proposed. It is considered that a lower sign would serve the same function and be less intrusive.

10. Members are able to consider cumulative impact on visual amenity when considering advertisement applications and officers are of the view that the impact of the illuminated pole sign, when combined with the illuminated advertisement for the north elevation of the McDonalds building (S/0240/12/AD) and the illuminated advertisement for the north elevation of the Costa building (S/0049/12/AD), will be excessive in this rural location.
11. Further discussions will be held with the applicant's agent with a view to reducing the amount of illumination in this part of the site.

Recommendation

12. That delegated powers be given to grant advertisement consent subject to a reduction in height and the level of illumination referred to above

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

- South Cambridgeshire Local Development Framework Core Strategy (adopted January 2007)
- South Cambridgeshire Local Development Framework Development Control Policies (adopted July 2007)
- Planning File Ref: S/0050/12/AD and S/0059/12/FL

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