

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO: Planning Committee

1 August 2012

AUTHOR/S: Planning and New Communities Director

**S/0240/12/AD – CAXTON AND ELSWORTH
4 ILLUMINATED AND 3 NON-ILLUMINATED FASCIA SIGNS, YIM WAH HOUSE, ERMINE
STREET FOR MCDONALD'S RESTAURANT LTD**

Recommendation: Delegated Approval

Date for Determination: 29 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 July 2012, proposes 7 fascia signs for the proposed building for McDonalds, 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. On the west elevation of the building it is proposed to display a yellow polycarbonate 'M', 0.9m in height and 1m wide, and a white polycarbonate 'McDonalds', 0.6m in height and 5.45m wide attached to the roof of the building. On the north and east elevations there will be a white polycarbonate 'McDonalds', 0.6m in height and 5.45m wide. On the south elevation there will be a central 'McDonalds' as above, with a 'M' and drive thru sign either side.
3. The signs on the north, west and east elevations are to be internally illuminated (all letters), however, as amended, the signs on the south elevation (facing the car park) are non-illuminated.

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

5. **Caxton Parish Council** recommends approval, but wishes to register its concerns about light pollution to the south.
6. **Elsworth Parish Council** recommends refusal for the same reasons as set out in S/0059/12/FL above.
7. **Papworth Everard Parish Council** recommends refusal. 'The proposed development for which these signs are intended is in a very prominent position in the midst of a rural area and on one of the highest points on the west Cambridgeshire Clayland Plateau. Signs attached to the fascia or roofs of the buildings will be clearly visible over a wide area (especially if illuminated and at night) and will be detrimental to the local landscape. They will have a totally unacceptable impact.
8. **Cambourne Parish Council** recommends approval subject to the condition that the illuminated signs would be turned off when the outlets are closed.
9. The **Highways Agency** has no objection subject to conditions requiring that no part of any sign encroach within the highway boundary; the proposed signs shall not resemble an official traffic sign with regards colours or format; the illuminated advertisement signs shall comply with the guidance and recommendation of Lighting Engineers "Brightness of Illuminated Advertisements" Technical Report No 5; the proposed lighting must not cause a glare problem to trunk road users; the lighting shall be static and not intermittent to avoid distraction of trunk road users..
10. The **Local Highway Authority** has no objection but states that maximum luminance of the signs should not exceed the standard contained in Institute of Lighting Engineers Technical Report No 5 in order to avoid disability or discomfort glare for either pedestrians or motorists.

Representations by members of the public

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

Material Planning Considerations

12. In determining applications for advertisement consent Members are permitted to consider the matters of public safety (in this case this is likely to be highway safety) and amenity only.

Highway Safety

13. Neither the Highways Agency nor Local Highway Authority has objected to the application on highway safety grounds, although both point 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.
14. Officers do not consider that there are any reasons to oppose the application on highway safety grounds.

Visual Amenity

15. Officers are of the view that the number of fascia signs proposed for the McDonald's building is reasonable and reflect the level expected for this type of development.

The main impact on amenity is likely to result from the proposed illumination of the signs.

16. As originally submitted the fascia signs on all four elevations of the building were proposed to be internally illuminated. Following discussions where officers expressed concern about the potential impact from the level of illumination the application has been revised to omit illumination from the south elevation of the building.
17. Officers are keen to ensure that any illuminated advertisements are not visually intrusive when viewed from the A428. Members are able to consider cumulative impact on visual amenity when considering advertisement applications and officers are of the view that the combined impact of the illuminated sign on the north elevation of the building, when combined with the proposed illuminated totem pole advertisement (S/0050/12/AD) and the illuminated advertisement for the north elevation of the Costa building (S/0048/12/AD), will be excessive in this rural location.
18. Further discussions will be held with the applicant's agent with a view to reducing the amount of illumination on the north elevation of the site.

Recommendation

19. That delegated powers be given to grant advertisement consent subject to a reduction in 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/0240/12/AD and S/0059/12/FL

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