

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO: Planning Committee

1 August 2012

AUTHOR/S: Planning and New Communities Director

S/0244/12/AD – CAXTON AND ELSWORTH ERECTION OF 21 FREESTANDING SIGNS, YIM WAH HOUSE, ERMINE STREET FOR MCDONALDS RESTAURANT LTD

Recommendation: Delegated Approval

Date for Determination: 31 July 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, registered on 2 February 2012, proposes the erection of 21 freestanding signs on that part of the former Yim Wah restaurant site at Caxton Gibbet, which is proposed to be occupied by McDonalds Ltd, which itself is the subject of application S/0059/12/FL, considered earlier on this agenda.
2. A number of the signs are within the main body of the site, and are unlikely to be viewed other than within the site itself. Such signs, where non illuminated, are likely to benefit from express advertisement consent but have still be included as part of the application.
3. There will be three signs around the access from the A1198 (welcome and please call again), 2.1m high x 0.6m wide, with illuminated text on a dark green background. A gateway height restrictor sign is proposed over the entrance to the drive thru, 3.2m in height, with small illuminated top panel on the support section. On the north west corner of the site it is proposed to locate a McDonalds banner sign 2m high x 4.82m wide. This sign is non-illuminated.
4. Within the site are eight small signs which mark disabled parking spaces and other user warning signs. On the east side of the building are eight signs associated with the drive thru facility.

Planning Policy

5. 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

6. **Caxton Parish Council** recommends approval, but comments that it would like to see a sign asking customers to dispose of their rubbish thoughtfully and to not litter the verges.
7. **Elsworth Parish Council** recommends refusal for the same reasons as set out in S/0059/12/FL above.
8. **Papworth Everard Parish Council** recommends refusal. 'There is a disproportionate number of signs in this small area. Even though the signs are 'internal' they will be visible from outside the site, particularly those that are illuminated and those in the vicinity of the entrance. Illuminated signage is particularly intrusive and not appropriate in this rural landscape.'
9. **Cambourne Parish Council** recommends approval.
10. 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..
11. 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

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

Material Planning Considerations

13. 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

14. 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.
15. Officers do not consider that there are any reasons to oppose the application on highway safety grounds.

Visual Amenity

16. A number of the signs are small car park signs and will have limited impact outside of the site, however those illuminated advertisements proposed to the north of the building and towards the A1198 frontage of the site have the potential to impact on the visual amenity of the area.
17. Illumination of those signs close to the A1198 should be kept to a minimum and it is important that the landscape scheme to be agreed as part of application S/0059/12/FL is adequate to screen the proposed signage from the A428.
18. I am of the view that the proposed banner sign on the north west corner of the site will be visually prominent and should be removed.

Recommendation

19. That subject to further consideration of the number of signs and amount of illumination proposed that delegated powers are given to approve the application

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/0244/12/AD and S/0059/12/FL

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