

SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

REPORT TO: Planning Committee

1 August 2012

AUTHOR/S: Planning and New Communities Director

**S/0048/12/AD – CAXTON AND ELSWORTH
ERECTION OF 8 FREESTANDING SIGNS, LAND AT CAXTON GIBBET 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, registered on 11 January 2012, proposes the erection of 8 freestanding signs on that part of the former Yim Wah restaurant site at Caxton Gibbet, which is proposed to be occupied by Costa, which itself is the subject of application S/0059/12/FL, considered earlier on this agenda.
2. The signs are within the main body of the site, and are unlikely to be viewed other than within the site itself. The signs comprise a non-illuminated height restrictor 3.3m high across the entrance to the drive thru facility; two internally illuminated poster holders, 1.24m high x 0.895m wide on the west side and at the north east corner of the building; an internally illuminated triple poster holder, 2.1m high x 3.5m wide to the east of the building; and an directional sign and exit post, both 1.45m high x 0.8m wide and internally illuminated on the south side of the building

Planning Policy

3. 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

4. **Caxton Parish Council** recommends approval. 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.

5. **Elsworth Parish Council** recommends refusal for the same reasons as set out in S/0059/12/FL above.
6. **Papworth Everard Parish Council** recommends refusal. 'There is a disproportionate number of signs in this small area. Signage will be seen from outside the site until any screening vegetation matures. It is considered that the road markings make the signage superfluous in some instances. Illuminated signage is intrusive and not in context on this site.'
7. **Cambourne Parish Council** recommends approval.
8. 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..
9. The **Local Highway Authority** has no objection.

Representations by members of the public

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

Material Planning Considerations

11. 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

12. 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.
13. Officers do not consider that there are any reasons to oppose the application on highway safety grounds.

Visual Amenity

14. The proposed signs are within the site and any visual impact outside of the site itself will be limited, other than potential views from the A428. 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.
15. Officers accept that if the proposed uses proposed by application S/0059/12/FL are accepted on this site that there will be a need for ancillary advertisements and that what is proposed for this part of the site is acceptable in terms of the numbers of advertisements.

Recommendation

16. That advertisement consent be granted

Conditions

Standard 5 year time limit
Restrict hours of illumination to opening hours

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/0048/12/AD and S/0059/12/FL

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