

## **SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL**

---

**REPORT TO:** Planning Committee

1 August 2012

**AUTHOR/S:** Planning and New Communities Director

---

**S/0049/12/AD – CAXTON AND ELSWORTH  
4 ILLUMINATED FASCIA SIGNS, 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, registered on 11 January 2012 proposes 4 illuminated fascia signs for the proposed building for Costa, 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 north and south elevations of the building it is proposed to display a single roof mounted white internally illuminated 'Costa' letters, with a steel rim, 0.7m in height and 3.28m wide attached to the roof of the building. On the west elevation, over the entrance, it is proposed to display the name 'Costa' in internally illuminated white lettering, 0.275m in height and 1.2m wide, with an internally illuminated 1.0m diameter hanging 'roundel' 'Costa Coffee' logo above.
3. No advertisements are proposed for the east elevation.

**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. 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.
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 site is in open countryside, at a high point on the West Cambridgeshire Clayland. It is at the highest point of a plateau and very visible from surrounding roads and countryside. The signs on the roof are too large and prominent and will severely detract from the rural character of the area.'
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 Coast 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. Officers have no objection to the proposed illuminated advertisements on the front (west) south elevations, but 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 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 McDonalds building (S/0240/12/AD), will be excessive in this rural location.
17. 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**

18. 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/0049/12/AD and S/0059/12/FL

**Case Officer:** Paul Sexton – Principal Planning Officer  
Telephone: (01954) 713255