

## **Item No. 15**

<b>APPLICATION NUMBER</b>	<b>CB/15/03001/ADV</b>
<b>LOCATION</b>	<b>Roundabout at the junction of B489 B4506 And Harling Road, Dagnall Road, Whipsnade</b>
<b>PROPOSAL</b>	<b>Signs boards which are free standing, post mounted with text graphic details to the front of the signs and powder coated to the back</b>
<b>PARISH</b>	<b>Eaton Bray</b>
<b>WARD</b>	<b>Eaton Bray</b>
<b>WARD COUNCILLORS</b>	<b>Cllr Janes</b>
<b>CASE OFFICER</b>	<b>Debbie Willcox</b>
<b>DATE REGISTERED</b>	<b>10 August 2015</b>
<b>EXPIRY DATE</b>	<b>05 October 2015</b>
<b>APPLICANT</b>	<b>Central Bedfordshire Council</b>
<b>AGENT</b>	<b>Immediate Solutions</b>
<b>REASON FOR COMMITTEE TO DETERMINE</b>	<b>The Council is the applicant and the Parish Council have objected to the application. The objections cannot be overcome by the application of conditions.</b>
<b>RECOMMENDED DECISION</b>	<b>Advertisement - Recommended for Approval</b>

### **Summary of recommendation:**

Approval is recommended for this application. The application is for four advertisement signs located on a roundabout. No objections have been received from the Highways Officer, and it is considered that there would be no significant harm to amenity, given the design and limited size of the signs. It is considered that the development would be in accordance with the National Planning Policy Framework, policy BE8 of the South Bedfordshire Local Plan Review, policy 43 of the emerging Development Strategy for Central Bedfordshire and the Central Bedfordshire Design Guide.

### **Site Location:**

The application site comprises a four way roundabout at the junction of Dagnall Road, the B489 Icknield Way and Harling Road, which leads back north westwards to the village of Eaton Bray. The roundabout is in a rural location to the north west of Whipsnade Zoo and the village of Whipsnade, at the foot of the Downs, which are within the Chilterns Area of Outstanding Natural Beauty.

### **The Application:**

The application seeks advertisement consent for the erection of four sponsorship signs on the roundabout, opposite the highway entrances.

The signs would be non-illuminated and would measure 1.3m wide by 0.48m deep. Each would be fixed to posts on each side of the sign and would be 0.12m from the ground. Each sign would have the Central Bedfordshire Council branding along the bottom, and the sponsor's details would be in the panel above. The colour and font

of the sign would depend on the sponsor of the roundabout, who is yet to be determined.

The application is a resubmission of application reference no. CB/15/00087/ADV, which was refused earlier in 2015 for the following reason:

"The proposed signage scheme, by reason of the number, size and positioning of the proposed signs, would reduce visibility at the roundabout and provide a distraction to drivers, thereby having a detrimental impact upon highway safety. The proposal is therefore contrary to the principles of good design as set out in the National Planning Policy Framework, Policy BE8 of the South Bedfordshire Local Plan Review, Policies 25 and 43 of the emerging Development Strategy for Central Bedfordshire and the Central Bedfordshire Design Guide."

The plans have not been changed, however, the application has been supplemented with accident data for the roundabout covering the period of 01/04/2012 and 31/03/2015. It is noted that similar advertisements have previously been in place on this roundabout.

## **RELEVANT POLICIES:**

### **National Planning Policy Framework (2012)**

#### **South Bedfordshire Local Plan Review Policies**

BE8 Design Considerations

*(Having regard to the National Planning Policy Framework, the age of the plan and the general consistency with the NPPF, policy BE8 is still given significant weight.)*

### **Development Strategy for Central Bedfordshire Revised Pre-Submission Version (May 2014)**

Policy 25: Capacity of the Network

Policy 43: High Quality Development

The draft Development Strategy was submitted to the Secretary of State on the 24th October 2014. After initial hearing sessions in 2015 the Inspector concluded that the Council had not complied with the Duty to Cooperate. The Council has launched a judicial review against the Inspectors findings and has not withdrawn the Development Strategy. The first phase of the legal challenge took place at a hearing on 16th June 2015. This was to consider whether the court would grant the Council leave to have a Judicial Review application heard in the High Court. The Judge did not support the Council's case. On the 22nd June 2015 the Council lodged an appeal against his judgement. The status of the Development Strategy currently remains as a submitted plan that has not been withdrawn. Its policies are consistent with the NPPF. Its preparation is based on substantial evidence gathered over a number of years. It is therefore regarded by the Council as a sustainable strategy which was fit for submission to the Secretary of State. Accordingly it is considered that the emerging policies carry weight in this assessment.

### **Supplementary Planning Guidance**

Central Bedfordshire Design Guide: A Guide for Development (2014)

**Relevant Planning History:**

Application Number	CB/15/00087/ADV
Description	Four sign boards which are free standing, post mounted with text graphic details to the front of the signs and powder coated to the back
Decision	Advertisement Consent Refused
Decision Date	23/02/2015

**Consultees:**

Eaton Bray Parish Council                      Concerns that signs erected at a major junction, distraction to road users. Heavy road use area.

Highways Officer                      The principle of permitting such signs in the public highway is well established. The proposed signs are to be installed at a height below the existing chevrons and are to be set back against the shrubs, this will not impact on visibility of and for merging traffic at the roundabout.

In the last 36 months for which data is available, 1 personal injury road collision has been reported at the roundabout resulting in slight injury. This record compares well with many other roundabouts across the authority area. Against this background, it is considered that there are no highway grounds for refusal.

**Other Representations:**

None

**1. Design Considerations**

- 1.1 The National Planning Policy Framework (NPPF) states that advertisements should be subject to control only in the interests of amenity and public safety.
- 1.2 The signs themselves are to be non-illuminated and of a discreet scale, with the top of the signs being only some 0.6m off the ground. Details have not been provided as to the colour and text of the sponsor, as this is yet to be determined and may change annually, notwithstanding this, it is considered that as a result of the scale and non-illuminated nature of the signs, they would not have a detrimental impact on the character and appearance of the roundabout and its wider, rural surroundings. The proposal is therefore considered to be acceptable and in accordance with the NPPF, policy BE8 of the South Bedfordshire Local Plan Review and policy 43 of the emerging Development Strategy for Central Bedfordshire.

**2. Highway Safety Implications**

- 2.1 Concerns were raised about the potential impacts of the signs on road safety at the time of the previous application; these concerns were not satisfied during the course of the application and thus the application was refused on the basis of the potential impact on highway safety.
- 2.2 Following the refusal of the application, accident data has been collected on the roundabout over the past three years, and this has been analysed by the

Highways Officer. Based on his comments, it appears that it is likely that the proposal would not give rise to an increased level of danger to users of the roundabout and the surrounding highway network. The proposal is therefore considered to conform to policy BE8 of the South Bedfordshire Local Plan Review, policies 25 and 43 of the emerging Development Strategy for Central Bedfordshire and the Central Bedfordshire Design Guide.

### **Recommendation**

That Advertisement Consent be APPROVED for the following:

### **RECOMMENDED CONDITIONS**

- 1 This consent is limited to a period of five years from the date of this decision.

Reason: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

- 3 No advertisement shall be sited or displayed so as to -

- endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

- 4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

- 5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

- 6 Where any advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: Conditions 2-6: To comply with the provisions of Schedule 2 (Regulation 2 (1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 This consent relates only to the details shown on the submitted plans, numbers CBC/001, CBC/002, CBC/003, CBC/004.

Reason: To identify the approved plans and to avoid doubt.

**Notes to Applicant**

1. Please note that the unnumbered drawings submitted in connection with this application have been given unique numbers by the Local Planning Authority. The numbers can be sourced by examining the plans on the View a Planning Application pages of the Council's website [www.centralbedfordshire.gov.uk](http://www.centralbedfordshire.gov.uk).

**DECISION**

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