

SCHEDULE C

APPLICATION NUMBER	CB/11/00979/ADV
LOCATION	29B Hitchin Road, Upper Caldecote
PROPOSAL	Advertisement: 1 No flat plate signage
PARISH	Northill
WARD	Northill and Blunham
WARD COUNCILLORS	Cllrs Caroline Maudlin & Tricia Turner
CASE OFFICER	Dee Walker
DATE REGISTERED	23 March 2011
EXPIRY DATE	18 May 2011
APPLICANT	BM Enterprises
AGENT	ICS Design Ltd
REASON FOR COMMITTEE TO DETERMINE	Applicant related to Cllr C Maudlin
RECOMMENDED DECISION	Advertisement - Granted

Site Location:

The application site is located off Hitchin Road in Upper Caldecote and comprises of a single storey brick built building, reception shed, containers and parking forecourt. The parking forecourt also provides access to land and buildings at the rear of the site.

The Application:

The application seeks advertisement consent for 1 no. flat plate sign to be located on the front elevation of the proposed building currently being consideration under ref: CB/11/00691/FULL.

RELEVANT POLICIES:

National Policies (PPG & PPS)

PPG19 Outdoor Advertisement Control (1992)

Regional Spatial Strategy

East of England Plan (May 2008)

Milton Keynes and South Midlands Sub-Regional Strategy (March 2005)

Bedfordshire Structure Plan 2011

N/A

Central Bedfordshire Core Strategy and Development Management Policies

Policy DM3 Central Bedfordshire Core Strategy and Development

Management Policies (2009)

Supplementary Planning Guidance

None

Planning History

CB/09/06638 Full: Change of use from agricultural to garage workshop (Retrospective) – Approved 14.01.2010

Representations: (Parish & Neighbours)

Northill Parish Council No comments received to date
Adjacent Occupiers No comments received to date

Consultations/Publicity responses

Highways Team No objections
Public Protection Team No comments to date
Site Notice Posted 04.04.2011

Determining Issues

The main considerations of the application are;

1. The effect on the character of the area
2. Highway Safety

Considerations

1. Effect on the Character and Appearance of the Area

The proposed building where the sign will be located is located some 34.0m from the highway and behind the existing built form along Hitchin Road. The sign will be situated above the garage roller doors and given its size at 1.15m x 3.01m, it is in scale with the overall building. It is therefore considered to be acceptable in visual terms.

2. Highway Safety

The Highways Team raised no objection to the proposal subject to a condition being attached to any consent granted relating to material finish.

Reasons for Granting

In conclusion, the scheme by reason of its site, design and location is in conformity with Policy DM3 of the Central Bedfordshire Core Strategy and Development Management Policies 2009; Planning Policy Guidance 19 (1992). It is therefore considered **acceptable** and that advertisement consent should be granted subject to conditions.

RECOMMENDATION

APPROVE Advertisement Consent for the application set out above subject to the following condition(s):

- 1 This express consent shall expire at the end of a period of three years from the date of the consent.

Reason: To comply with the provisions of Regulation 16(2)(c) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

- 2 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.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 3 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.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 4 Where an 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: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 5 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.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) Regulations 2007.

- 6 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.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 7 The sign hereby approved shall be finished in non-reflective materials.

Reason: To avoid undue distraction to road users in the interests of road safety.

- 8 The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers 120110/01, 120110/02, 120110/06 Rev.2, CBC/001.

Reason: For the avoidance of 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.

DECISION

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