

Item No. 8

APPLICATION NUMBER	CB/14/01691/ADV
LOCATION	Roundabout on the A507 Woburn Road /Sandhill Close/ Fordfield Road
PROPOSAL	4 Sign boards which are free standing, post mounted with text graphic details to front of signs and powder coated to the back
PARISH	Millbrook
WARD	Cranfield & Marston Moretaine
WARD COUNCILLORS	Cllrs Bastable, Matthews & Mrs Clark
CASE OFFICER	Annabel Gammell
DATE REGISTERED	02 May 2014
EXPIRY DATE	27 June 2014
APPLICANT	Central Bedfordshire Council
AGENT	Immediate Solutions
REASON FOR COMMITTEE TO DETERMINE	CBC is the applicant, and the Highways Authority And an objection has been received.
RECOMMENDED DECISION	Advertisement - Granted

Summery 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 accord with local and national planning policies and is therefore acceptable.

Site Location:

The application site comprises a four way roundabout at the junction of Woburn Road, Sandhill Close, Fordfield Road on the A507. The roundabout is known informally as the "Center Parcs" roundabout, as the creation of it was linked to the development of a Center Parcs (Woburn Forest) on the site adjacent. The roundabout is within Millbrook.

The Application:

The application seeks advertisement consent for the erection of four sponsorship signs opposite 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, total height of 0.6 metres. 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.

RELEVANT POLICIES:

National Planning Policy Framework (2012)

Central Bedfordshire Core Strategy and Development Management Policies

DM3 - General Amenity

(Having regard to the National Planning Policy Framework, the age of the plan and the general consistency with the NPPF, policy DM3 is still given significant weight.)

Development Strategy for Central Bedfordshire

Policy 43: High Quality Development

(Having regard to the National Planning Policy Framework, significant weight is given to the policies contained within the emerging Development Strategy for Central Bedfordshire, which is consistent with the NPPF. The draft Development Strategy is due to be submitted to the Secretary of State in 2014.)

Supplementary Planning Guidance

Central Bedfordshire Design Guide: A Guide for Development:
Design Supplement 6: Shop fronts and Signage, 2010

Planning History

None relevant

Representations: (Parish & Neighbours)

Millbrook Parish Council Object:

CB/14/01691/ADV Roundabout on A507. 4 sign boards which are free standing, post mounted with text graphic details to front of signs and powder coated to the back. If more signage is permitted, it would be for weight/width restriction of vehicles through the village. Annabel Gammell (Planning Officer) has said they have no powers to determine a planning application or restrict submission of planning applications. It was unanimously agreed to strongly object as the roundabout area is already over signed and we want HGV traffic signs for the village. There should be no further obstructions to drivers vision and signage such as suggested would not be conducive to safer driving. It is a Conservation area. This type of sign on the roundabout is not needed and not wanted.

Essential traffic signage is required not advertising signage as they can cause distractions on a busy roundabout which will only get busier when Centre Parcs opens in a couple of weeks. Question 8 of the application also states that the proposed signage will project over the public highway – this should obviously not be allowed to happen on a roundabout anyway.

Neighbours

1 letter of support - A representative of Center Parcs indicated that they were not concerned by this development.

1 letter of objection, resident of Millbrook -

I object to these signs on this roundabout for two safety reasons.

1. If these are to have any advertising value they can only do so by distracting drivers attention when they most need to keep that attention focussed on other traffic.

2. Even low level signs obscure the view of other vehicle indicator lights. (The same is true of long grass, weeds and worst of all, deliberately planted shrubs!)

Generally this roundabout has more than enough signs and any more, especially if they are not required for safety reasons, should not be allowed.

Consultations/Publicity responses

Highways Officer

It would appear that the principle of permitting such signs in the public highway has already been accepted by the Highway Authority.

I also understand that the content of the signs will be scrutinised by Central Bedfordshire Council.

Under the circumstances I do not think that I could raise any objection to the application.

Determining Issues

The main considerations of the application are;

1. **Design Considerations**
2. **Highway Safety Implications**
3. **Any other considerations**

Considerations

1. Design Considerations

The National Planning Policy Framework (NPPF) states that advertisements should be subject to control only in the interests of amenity and public safety.

The signs themselves are to be non-illuminated and of a discreet scale, with the top of the signs being only some 0.6m. 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 surroundings. The proposal is therefore considered to be acceptable and in accordance with the NPPF, policy DM3 of the Core Strategy and Development Management Policy Document and policy 43 of the emerging Development Strategy for Central Bedfordshire.

2. Highway Safety Implications

The comments of the Highways Officer are noted. The signs would provide sponsorship of the roundabout to aid with its maintenance and it is understood that the scale, positioning and materials of the proposed signs have been inspected and approved by Bedfordshire Highways. It is therefore considered that the proposed signs would not have a detrimental impact upon Highway Safety.

It is noted that an objection from a resident of Millbrook Village was received regarding highway safety, it is considered that this matter is covered above, within the comments from the highways officer.

3. Any other considerations

Parish Council Comments -

Concerns have been raised by the Parish Council that these signs are unnecessary, and it would be much better to have directional traffic signs within the village of Millbrook. It is considered that the consideration of these issues are fundamentally different. These signs are designed to be adverts and income generators, they are completely different to directional traffic signage, which if necessary would be installed by the Highway Authority, without requiring this form of consent.

It should be noted that the application site is not within the designated Conservation Area. The extent of the Millbrook Conservation area finishes at the top of Sandhill Close. It is considered that the roundabout is adjacent to the Conservation Area and given the size and spacing of the signs, the scheme would not result in advertisement clutter and would safeguard the character of the area.

With regard to highway safety concerns, it is considered that the Highways Officer is satisfied that these signs would not cause a significant hazard to users

of the highway.

Recommendation

That Advertisement Consent be granted subject to the following:

RECOMMENDED CONDITIONS / REASONS

- 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-
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) 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.

