

Item No. 13

APPLICATION NUMBER	CB/14/01693/ADV
LOCATION	Roundabout at Grovebury Service Station, Billington Road, Leighton Buzzard, LU7 9HH
PROPOSAL	Sign boards which are free standing, post mounted with text graphic details to front of signs and powder coated to the back
PARISH	Billington
WARD	Eaton Bray
WARD COUNCILLORS	Cllr Mrs Mustoe
CASE OFFICER	Debbie Willcox
DATE REGISTERED	02 May 2014
EXPIRY DATE	27 June 2014
APPLICANT	Central Bedfordshire Council
AGENT	Immediate Solutions
REASON FOR COMMITTEE TO DETERMINE	Central Bedfordshire Council is the applicant and an objection has been received from the Parish Council
RECOMMENDED DECISION	Advertisement - Recommended for approval

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 located at the junction of Billington Road, the A505 and the A4146 to the south of Leighton Buzzard and to the north of the village of Billington.

The Application:

The application seeks advertisement consent for the erection of four sponsorship signs 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.

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 43: High Quality Development

(Having regard to the National Planning Policy Framework, limited 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 October 2014.)

Supplementary Planning Guidance

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

Planning History

None

Representations:

(Parish & Neighbours)

Billington Parish Council
(Initial Response)

This application was discussed at some length at the meeting of Billington Parish Council on Monday. These are the main points that were made:

1. In principle we can see the argument in favour of these advertisements as presumably they bring in some revenue to CBC! Are the advertisers responsible then for the maintenance of the roundabout? Does any of the revenue go to the Parish in which the roundabout is situated?
2. Again in principle we are concerned to know what criteria are used in leasing this form of advertising? Would night clubs or betting shops etc be permitted?
3. However we are very concerned that at this particular very busy roundabout that advertising might have two serious disadvantages. Please note that already it is difficult, because of the trees on the corner, for traffic coming out of Leighton Buzzard to see traffic coming along the bypass from the right. The first distraction is that at a time when drivers need to be concentrating on the road ahead, their attention might be drawn to the advertising hoarding. Secondly, the presence of the advertising hoardings can easily cause a partial

blockage of the view of traffic coming towards the roundabout (and maybe turning right) from the opposite direction.

Billington Parish Council
(Follow-up response)

1. The planning committee chairman said he came past the roundabout yesterday at the junction between the bypass and the A5. The signs there are 960mm by 250mm. The ones being suggested for the Grovebury Road roundabout are 1300mm by 480mm - much too large!
2. It is not clear from your reply whether the roundabouts are maintained by CBC staff or subcontracted to others. Could you advise what profit CBC makes after the cost of maintaining the roundabouts; and whether some of that should be distributed to Parish Councils where they are located.
3. We are not convinced of the action that Bedfordshire Highways is taking to ensure safety at this roundabout. Please could Debbie make a strong request that Bedfordshire Highways improve the sightline for traffic approaching the roundabout from LB direction.

Eaton Bray Parish
Council

No comments.

Neighbours

None.

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. **Other Issues**

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 BE8 of the South Bedfordshire Local Plan Review and policy 43 of the emerging Development Strategy for Central Bedfordshire.

2. Highway Safety Implications

The concerns of Billington Parish Council are noted, however, the Highways Officer has not raised any concerns regarding the impact of the proposed adverts on highway safety. The signs would provide sponsorship of the roundabout to aid with its maintenance and the Council's Marketing Officer who is overseeing the roundabout sponsorship project has confirmed that the scale, positioning and materials of the proposed signs have been dictated by Bedfordshire Highways in accordance with the requirement to ensure highway safety. It is therefore considered that the proposed signs would not have a detrimental impact upon highway safety.

3. Other Issues

Billington Parish Council have raised a number of issues and questions in regards to the application.

One of the issues raised is in regards to the revenue generated by the sponsorship signs. This money is used to fund the maintenance of the roundabouts within Central Bedfordshire. The surplus counts towards the efficiency savings the Council is required to make. Nevertheless, this is not considered to be a planning matter.

Another concern raised is in regards to the content of the signs. The Council's Advertising Policy limits the types of products or services that will be permitted. Notwithstanding this, the guidance issued by the Department for Communities and Local Government: *Outdoor advertisements and signs: a guide for advertisers (June 2007)* states that among amenity considerations, the Local Planning Authority must not include the content or subject matter of an advertisement, nor whether an advertisement would offend public decency or moral values as these factors are controlled by the Advertising Standards Authority.

Recommendation

That Advertisement Consent be GRANTED subject to 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 -
 - 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 formeasuring 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.

DECISION

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