

## Item No. 11

<b>APPLICATION NUMBER</b>	<b>CB/14/01694/ADV</b>
<b>LOCATION</b>	<b>Roundabout on the A507 in Clophill, Bedford, MK45 4AD</b>
<b>PROPOSAL</b>	<b>4 sign boards which are free standing, post mounted with text graphic details to front of signs and powder coated to the back</b>
<b>PARISH</b>	<b>Clophill</b>
<b>WARD</b>	<b>Amphill</b>
<b>WARD COUNCILLORS</b>	<b>Cllrs Duckett, Blair &amp; Smith</b>
<b>CASE OFFICER</b>	<b>James Clements</b>
<b>DATE REGISTERED</b>	<b>02 May 2014</b>
<b>EXPIRY DATE</b>	<b>27 June 2014</b>
<b>APPLICANT</b>	<b>Central Bedfordshire Council</b>
<b>AGENT</b>	<b>Immediate Solutions</b>
<b>REASON FOR COMMITTEE TO DETERMINE</b>	<b>Objections have been received, the Council is the Applicant.</b>
<b>RECOMMENDED DECISION</b>	<b>Advertisement - Granted</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 accord with local and national planning policies and is therefore acceptable.

### Site Location:

The application site is a four way roundabout at the junction of the A6 and the A507 at Clophill, commonly known as the Clophill roundabout. The roundabout is adjacent to the Clophill Conservation Area (to the north and north east).

### The Application:

Advertisement consent is sought for 4 sign boards which are free standing, post mounted with text graphic details to front of signs and powder coated to the back

The signs would be non-illuminated and would measure 1.3m wide by 0.48m high. 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 maximum font size would be 0.50m. 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)**

7. Requiring good design

### **Central Bedfordshire Core Strategy and Development Management Policies**

DM3 - General Amenity

DM13 - Heritage in Development

*(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 - submitted October 2014**

Policy 43: High Quality Development

Policy 45: The Historic Environment

*(Having regard to the National Planning Policy Framework, weight is given to the policies contained within the emerging Development Strategy for Central Bedfordshire, which is consistent with the NPPF.)*

### **Supplementary Planning Guidance**

Central Bedfordshire Design Guide, Adopted March 2014

### **Planning History**

None relevant

### **Representations: (Parish & Neighbours)**

Clophill Parish Council      Object:

This roundabout is where perhaps the two busiest roads cross each other in Central Bedfordshire and where, especially in the morning and evening, long queues (regularly up to half a mile long) build up on all sides with drivers anxiously seeking opportunistic gaps to cross. The Parish Council believes that this is the last place where the attention of drivers should be distracted to read advertising signs which, by their very nature, are intended to be eye catching. Installation, perhaps, could be argued for if the signs were simple, single word logos. However, experience shows that this will not be the case. Undoubtedly, they will contain information, often postal and internet addresses and telephone numbers. They

cannot be merely noticed in passing, but, by definition and their very nature, require reading. Drivers' attention MUST be diverted by the signs - that can only be their intention. Especially at this site, such diversion will be dangerous and should not be allowed.

Clophill Parish Council appreciates that advertising signs have been permitted by Central Bedfordshire Council at other roundabouts. The same concerns as expressed here also apply there, but to a lesser extent, because they are much less busy. The Parish Council appreciates that these signs are a money-making opportunity for Central Bedfordshire Council. However, such schemes must not be excused purely for that reason. Advertising agencies will not be prepared to pay for their usage unless drivers will read them. Hopefully, should Central Bedfordshire Council intend to approve this application - which the Parish Council hopes that they will not, then the number of words on each must be severely limited and not include information (such as addresses and telephone numbers) which will cause drivers to be distracted from their attention to the road conditions.

Clophill Parish Council OBJECTS, most strongly to this application and requests that it be refused.

Neighbours                      None

### **Consultations/Publicity responses**

Development Management Highways Officer(CBC)	The principle of permitting such signs in the public highway has already been accepted by the Highway Authority. Having checked the accident record for this roundabout, within the last 3 years, there have been 2 slight injury accidents, which compares well with many other roundabouts. It is not considered that a formal safety assessment is required. Is of the opinion that there are no highway grounds for recommending refusal.
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Bedfordshire Highways	Advises that a safety assessment is required. A Safety Assessment is independent and therefore should carry more weight in the planning forum.
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### **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.

Paragraph 67 states:

*'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'.*

The signs themselves are to be non-illuminated and of a discreet scale, with the top of the signs a maximum of 0.6m. Details regarding the colour and text of the sponsor have not been provided. 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.

Given the size, design and material of the proposed signage, and the existing signage, it is considered that the proposal would not have a detrimental impact on the character and appearance of the surrounding and the adjacent Conservation Area. The proposal is therefore in accordance with Policies DM3 and DM13 of the Core Strategy and Development Management Policies for Central Bedfordshire (North).

##### **2. Highway Safety Implications**

Clophill roundabout is a four way roundabout where the A6 meets the A507.

Clophill Parish Council have raised concern that:

*'This roundabout is where perhaps the two busiest roads cross each other in Central Bedfordshire and where, especially in the morning and evening, long queues (regularly up to half a mile long) build up on all sides with drivers anxiously seeking opportunistic gaps to cross. The Parish Council believes that this is the last place where the attention of drivers should be distracted to read advertising signs which, by their very nature, are intended to be eye catching. Installation, perhaps, could be argued for if the signs were simple, single word logos'.*

Bedfordshire Highways have stated that the site is exceptional by most measures with regard to speed of approach and volume of traffic and that it could therefore be argued that because of these competing needs it is prudent to undertake an independent safety assessment. The Council's Highways Development Management Officer advises that having checked the accident record there is no need for a safety assessment as the accident record is low. The roundabout is relatively busy, however it is not at an uncommon level. The Highway Authority is not recommending refusal on highway safety grounds.

### **3. Any other considerations**

#### Human Rights issues

The development has been assessed in the context of human rights and would have no relevant implications.

#### Equality Act 2010

The development has been assessed in the context of the Equalities Act 2010 and would have no relevant implications.

### **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.

**Notes to Applicant**

**DECISION**

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