

Application No: 17/0908N
Location: Roundabout, A5019/Lyon Street, (Tesco roundabout), Crewe
Proposal: Erection of 4 sponsorship signs on the roundabout. One facing each entry point onto the roundabout.
Applicant: Richard Bramhall, Ansa Environmental Services Ltd
Expiry Date: 25-Aug-2017

SUMMARY

The proposal consists of the display of sponsorship signs.

The proposal would be acceptable in terms of amenity and public safety.

As such the application is recommended for approval.

RECOMMENDATION

APPROVE subject to conditions

PROPOSAL

The proposal is for advertisement consent to display non-illuminated sponsorship signs on the roundabout. The specific details of the proposals are as follows:

Four signs are proposed measuring 0.6 metres in height, 1.50 metres in width to be held on wooden posts 1 metre from the ground. One sign is located at each arm of the roundabout.

SITE DESCRIPTION

The proposal site is the roundabout at the A5019/Lyon Street Roundabout situated by Tesco in Crewe Town Centre.

RELEVANT HISTORY

None.

NATIONAL & LOCAL POLICY

It should be noted that the Cheshire East Local Plan Strategy was formally adopted on 27th July 2017. There are however policies within the legacy local plans that still apply and have not yet been replaced. These policies are set out below.

Borough of Crewe and Nantwich Replacement Local Plan 2011

BE1 Amenity
BE2: Design standards
BE3 Access and parking
BE19 (Advertisements and Signs)
BE20: Advance directional signs

Cheshire East Local Plan Proposed Changes Version

CS37 South Cheshire Growth Village
MP1: Presumption in Favour of Sustainable Development
SE1: Design
SD2: Sustainable Development Principles.
SE4: Landscape
SE7: Historic environment
PG5 Open countryside

National Planning Policy

National Planning Policy Framework (NPPF)
Planning Practice Guidance- section 18b

Other material considerations

Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Extract from PPG section 18b:

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

CONSULTATIONS

Network Rail: No comments.

Highways- The proposed size and location of the signage on the roundabout is acceptable, there do not interfere with visibility and no objections are raised.

Condition

The signage shall not be internally illuminated.

VIEWS OF THE TOWN/PARISH COUNCIL

No comments received at time of report.

REPRESENTATIONS

None

APPLICANT'S SUPPORTING INFORMATION:

The proposal is to deliver a trial, for Cheshire East Council, of advertising sponsorship on 20 roundabouts across Cheshire East.

The application is for a five year period. The trial will initially be for 1 year with a review towards the end of the year as to whether the council wishes to continue the sponsorship scheme.

Advertisers will be approved by Cheshire East council prior to allowing them to sponsor a roundabout to ensure that only appropriate messages will be allowed onto a roundabout.

Cheshire East Highways will deliver the safety audit both prior to and after installation to ensure signs are placed at the right point and height on the roundabout.

The signs will be at a height to conform to National Regulations. This is to ensure that road users can see under or over the sign at roundabouts whilst at the same time ensuring that grass / foliage can be maintained.

Highways have confirmed that we do not need 1m clearance at all sites, but we may at some and this will be decided during the highways safety audit. The important thing about the signs is that road users should have an unobstructed view over or under them wherever they are sited and the highways safety audit will deliver this.

APPRAISAL

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

Para 67 of The Framework relates to advertisements and states that:

'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.'

This indicates that the main issues are amenity and public safety

Amenity

The site is situated within the town centre of Crewe within the Settlement Boundary. The signs would all be within the existing substantial roundabout and would be non-illuminated.

Given the commercial context and the size of the roundabout, it is considered that there would be no adverse impact on visual amenity.

The proposal is therefore considered to be in compliance with Policies BE1 and BE19 of the adopted local plan.

Highway safety

The Strategic Highways Manager raises no objections to the proposal. The proposed size and location of the signage on the roundabout is acceptable, they do not interfere with visibility.

The proposal is therefore considered to be in compliance with Policies BE3 and BE19 of the adopted local plan of the adopted local plan.

CONCLUSIONS

The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area. The proposals would not result in any demonstrable harm to the amenity of adjoining properties. The application proposals are therefore considered to be a sustainable form of development. The proposed development is therefore considered to be in compliance with saved policies BE1 Amenity BE2: Design standards, BE3 Access and parking and BE19 (Advertisements and Signs of the Crewe and Nantwich Local Plan and guidance contained within the National Planning Policy Framework (2012).

RECOMMENDATION:

Approve subject to following conditions

1-6 standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan

