

Application No: 17/0945N

Location: Land At, NANTWICH ROAD ROUNDABOUT, WILLASTON

Proposal: Advertisement Consent - Erection of 5 sponsorship signs, non-reflective laminated polycarbonate sign on the Roundabout: A534 (Crewe Rd) / A51 (Nantwich Bypass) / Park Rd (The Peacock roundabout),

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 25-Aug-2017

## **SUMMARY**

The proposed advertisement scheme consists of the display of sponsorship signs on the Peacock Roundabout.

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:

Five 1m by 600mm signs supported by wooden posts 1 metre above ground level.

No specific advertising logos/legends are known at this stage. This application is therefore for the boards and posts to allow the display of the sponsorship adverts. Such sponsorship signs would thereafter need express advertisement consent.

## **SITE DESCRIPTION**

The proposal site is the Peacock roundabout at Willaston. There is a locally listed building nearby - Willaston House

## **RELEVANT HISTORY**

None

## **NATIONAL & LOCAL POLICY**

It should be noted that the Cheshire East Local Plan Strategy was formally adopted on 27<sup>th</sup> 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**

The site is within the Open countryside.

BE1 Amenity

BE2: Design standards

BE3 Access and parking

BE14: Historic parks and gardens

BE19 (Advertisements and Signs)

BE20: Advance directional signs

NE2 Open Countryside

### **Cheshire East Local Plan Strategy**

The site is within a proposed housing site CS37

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.

### **Willaston Draft Neighbourhood Plan (Regulation 17 Stage Examination not reached)**

LE2 Landscape quality, countryside and open views

LE6 Historic environment

## **CONSULTATIONS**

Highways- no objections

## **VIEWS OF THE TOWN/PARISH COUNCIL**

Willaston Parish Council – My council objects to the above planning application on the grounds that to have so many advertising boards situated on the actual roundabout will be both unsightly and will create a significant distraction to motorists, thereby causing a potential traffic hazard.

## **REPRESENTATIONS**

None

## **APPLICANT'S SUPPORTING INFORMATION:**

The proposal is part of a trial to deliver, 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 the advertising panels 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 on the edge of Willaston, within a Green Gap. There are advertising signs in the vicinity including a semi-permanent sign for major events in Nantwich. The

advertisement boards would all be within the existing substantial roundabout and would be non-illuminated. The applicant has agreed to a reduction in size to 1m height x 600mm width. It is considered that there would be no adverse impact on the visual amenity of the locality by virtue of the advertisement structures. 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.

The objection from the Parish Council is noted, however, the Applicant advises that future advertising would be the subject of safety audit and in the light of the professional assessment of the Strategic Highways Manager, it is considered that the proposal advertising signs would not cause any highway safety concerns. The detail of specific advertisements would be the subject of future application.

### **Other Matters**

Given the Stage at which the Willaston Neighbourhood Plan has reached, with Public Consultation having been completed on 28 July 2017, Regulation 17 has yet to be reached and an Appointed Inspector has yet to consider the Plan in detail. On this basis limited weight can be afforded to policies contained within the Plan. However, there is no Plan of specific relevance to an advertising application contained within The Neighbourhood Plan. Accordingly, the objection from the Parish Council can not be sustained as a reason to refuse this application.

### **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 proposed advertising boards are therefore considered to be in compliance with BE1 Amenity BE2: Design standards, BE3 Access and parking and BE19 (Advertisements and Signs of the Crewe Nantwich Local Plan and guidance contained within the National Planning Policy Framework (2012).

### **RECOMMENDATION:**

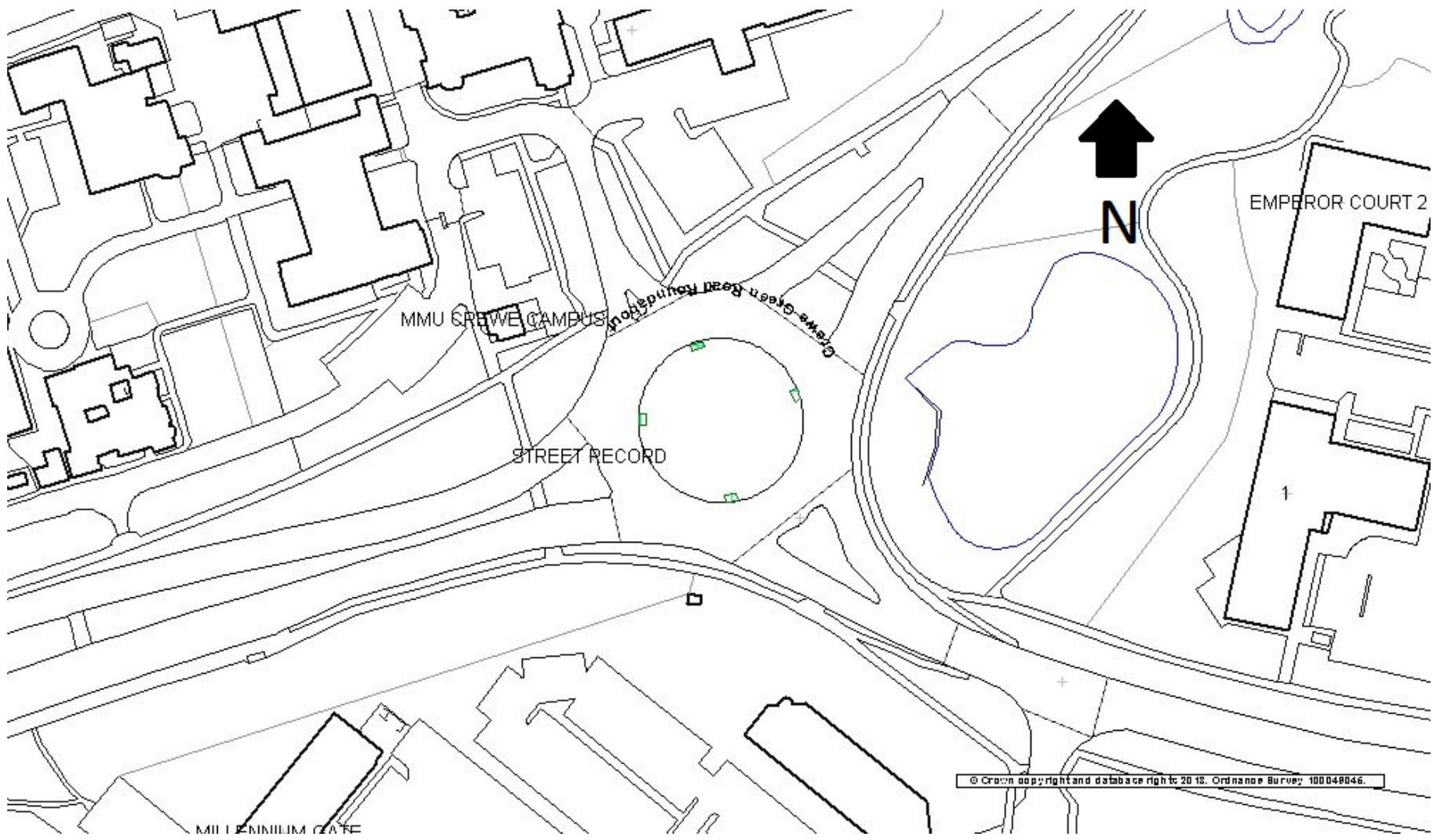
#### **Approve subject to following conditions**

##### **1-6 standard advertisement conditions**

**Signs to be non-illuminated**

**Posts to be painted black**

**In accordance with approved plan- signs to be 1m by 600mm**



MMU GREVE CAMPUS

STREET RECORD

EMPEROR COURT 2

MILLENNIUM GATE



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