

Application No: 17/0828C  
Location: ROUNDABOUT AT POCHIN WAY AND A54, MIDDLEWICH  
Proposal: Advertisement Consent - 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 post mounted signs 600mm x 1000mm at a maximum of 1 metre above ground level.

One sign is to be displayed on each roundabout arm

### **SITE DESCRIPTION**

The proposal site is the roundabout at Pochin way and the A54 junction on the east side of Middlewich

### **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.

### **Congleton Borough Local Plan**

The site is within settlement limits  
GR1 – New Development  
GR2 - Design  
GR6 – Amenity and Health  
GR9 Highways  
S14: Advertisements

### **Cheshire East Local Plan Proposed Changes Version**

MP1: Presumption in Favour of Sustainable Development  
SE1: Design  
SD2: Sustainable Development Principles.  
SE4: Landscape

### **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**

Highways- no objections

## **VIEWS OF THE PARISH COUNCIL**

Middlewich Town Council – Objection – local precedent set Centurian Way roundabout, items of solid materials used causing a visual intrusion by the signs. Lack of safe access to erect and maintain signage. No information as to what the signs are.

## **REPRESENTATIONS**

2 objections received raising the following concerns:

At peak times the roundabout is very congested / stationary. When traveling from Pochin Way to Centurian Way (which I and many others do daily) you have to cut through a line of stationary traffic on the outside of the roundabout.

Frequently there are vehicles moving on the inside of the roundabout either in the direction of Centurian Way or to join the queue into Middlewich. Cutting into this flow of traffic is hazardous at the best of times. Having signs positioned where they are proposed will impede visibility even further leading undoubtedly to an increased number of traffic accidents.

Any sign positioned on a roundabout is a distraction for any driver. This roundabout is very heavily congested with traffic throughout the day and any distraction to drivers approaching this roundabout is just asking for a RTI. The volume of traffic on this roundabout is already making drivers take chances and another distraction is not needed.

### **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 arising from advertisements in this case are visual amenity and highway safety issues.

## **Amenity**

The site is situated on the edge of Middlewich, adjacent to residential and commercial properties. The signs would all be within the existing roundabout and would be non-illuminated. The applicant has agreed to reduce the signs to be 1m x 600mm. The proposal sits within a commercial area on a major route. Given the commercial context and the sizeable nature of the roundabout, it is considered that there would be no adverse impact on the visual amenity and the character and appearance of the street scene. As such it is considered that there would be no adverse impact on amenity.

The proposal is therefore considered to be in compliance with Policies GR6 and S14 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 and no objections are raised on that basis.

The proposal is therefore considered to be in compliance with Policy GR9 of the adopted local plan of the adopted local plan.

The objections raised are noted, however, the Strategic Highways Manager raises no concern about the positioning of the proposed signs on each arm of the roundabout and it should be noted that future advertising legends would be subject of safety audit. On this basis, it is considered that the objection can not be sustained

## **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 Policies GR1 (New Development), GR2 (Design), GR6 (Amenity and Health) and S14 (Advertisements) of the Congleton Borough Local Plan 2005 and guidance contained within the National Planning Policy Framework (2012).

## **RECOMMENDATION:**

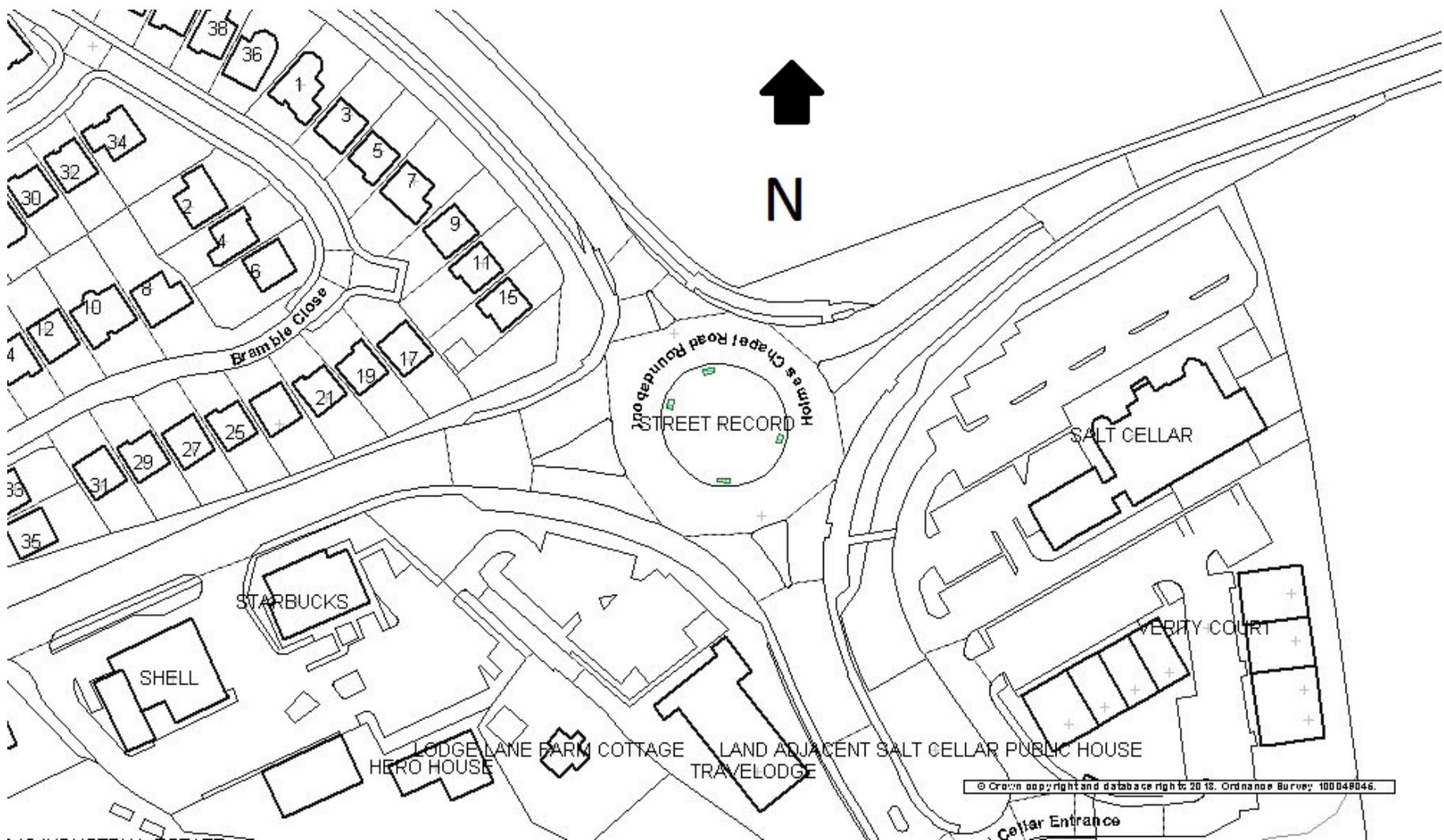
**Approve subject to following conditions**

**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**



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