

Application No: 17/0946N

Location: Erection of 4 sponsorship signs on the r, Roundabout: A51 (Nantwich Bypass) / B5074 (Barony Rd) (Reaseheath roundabout), Nantwich

Proposal: Advertisement Consent - Erection of 4 sponsorship signs on the r, Roundabout: A51 (Nantwich Bypass) / B5074 (Barony Rd) (Reaseheath roundabout)

Applicant: Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 14-Apr-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:

Three x 1m by 600mm signs 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 A51, Nantwich Bypass, Barony Road and B5074

The site is within the Open countryside and close to the Reaseheath Conservation Area.

RELEVANT HISTORY

P98/0138 – Sponsorship signs – withdrawn 1998

7/12184 – Direction signs to Rookery Hall – refused 1985

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
BE14: Historic parks and gardens
BE19 (Advertisements and Signs)
BE20: Advance directional signs
NE2 Open Countryside

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

Neighbourhood Plan – Worleston & District

Yet to reach Regulation 14 stage

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

Conservation Officer - The roundabout is outside the conservation area.

Given the size of the roundabout and the nature of the road that the proposal will not adversely impact the character and appearance of the conservation area.

Nantwich Civic Society – safety of road users should be paramount. too much signage is distracting to drivers at busy roundabouts.

Whilst they are used by many local authorities, it does not mean that they are safe. We appreciate the funding strictures that CEC is going through but it must not mean a lowering of safety and amenity standards.

The height of the proposed signs -c.1 metre high, is too great.; too prominent and will block drivers' views of the roundabout and approaching traffic.

moreover, the Civic Society, Nantwich Local Area Partnership and latterly The Nantwich Partnership have all campaigned to improve the gateways into Nantwich through neater signage and landscaping. These additional signs will harm the visual appearance of the area and cause highway dangers

VIEWS OF THE TOWN/PARISH COUNCIL

Worleston & District Parish Council

Concern over this proposal has been voiced by residents of The Green area in Reaseheath, adjacent to the roundabout, which is one of those proposed.

The Green area is a conservation area and the signs would detract from the settlement as you enter from the east and would be clearly visible from houses on the main A51

In addition visibility would be impaired across the roundabout. In particular the A51 is prone to frequent queues back to the roundabout travelling westbound

Lack of visibility of conditions would create a significant traffic hazard/collision risk, particularly if you include the distraction element

Worleston and District Parish Council supports the residents in their views and on their behalf requests that this application be refused

Ward Councillor – Cllr Michael Jones supports the proposal.

REPRESENTATIONS

Several letters of representation have been received which object to the proposal for the following reasons:

- Traffic safety – distracting to drivers and obstruct visibility
- Impact on Conservation Area
- Vandalism
- Unclear the length of time I which the proposed signs will be for

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 Open Countryside on a trunk road which forms a main gateway into Nantwich.

The signs would all be within the existing roundabout and would be non-illuminated. They will be outside of the Reaseheath Conservation Area, the Council’s Conservation Officer considers that given the size of the roundabout and the volume of traffic using it the proposed development will not adversely impact on the character and appearance of the Conservation Area.

Given the above, it is not considered that the proposal will have a detrimental visual impact on the character and appearance of the surrounding countryside or urban area.

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.

A condition will be attached to ensure that the signage is not internally illuminated.

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- signs to be 1m by 600mm

