

Application No: 17/0933N

Location: Roundabout: Crewe Road/Crewe Green Road/ Electra Way (MMU roundabout), Crewe

Proposal: Advertisement consent for 4 sponsorship signs on the roundabout

Applicant: Mr 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 1.5m by 600mm signs on wooden posts 1 metre from the ground.

SITE DESCRIPTION

The proposal site is the roundabout at the A534 junction with Electra way and the MMU. There is a listed building nearby: Delaney Building.

RELEVANT HISTORY

P93/0047 Feature sign for Business Park Granted 16/3/1993

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.

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 Proposed Changes Version

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.

CONSULTATIONS

Highways- no objections

VIEWS OF THE TOWN/PARISH COUNCIL

Weston/Basford Parish Council – no comment to make

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 built-up area of Crewe, adjoining existing employment and educational uses. The proposal involves a board (1500mm wide x 600mm high) held on 2 x 1m high poles positioned at each of the 4 arms of this roundabout. This is a busy, commercial area and the roundabout is of a significant size, with a variety of street furniture. The proposed advertisement structures are to be non illuminated. It is considered that the size and height of the structures are appropriate to the scale of the roundabout. As such 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 or highway safety.

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 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:

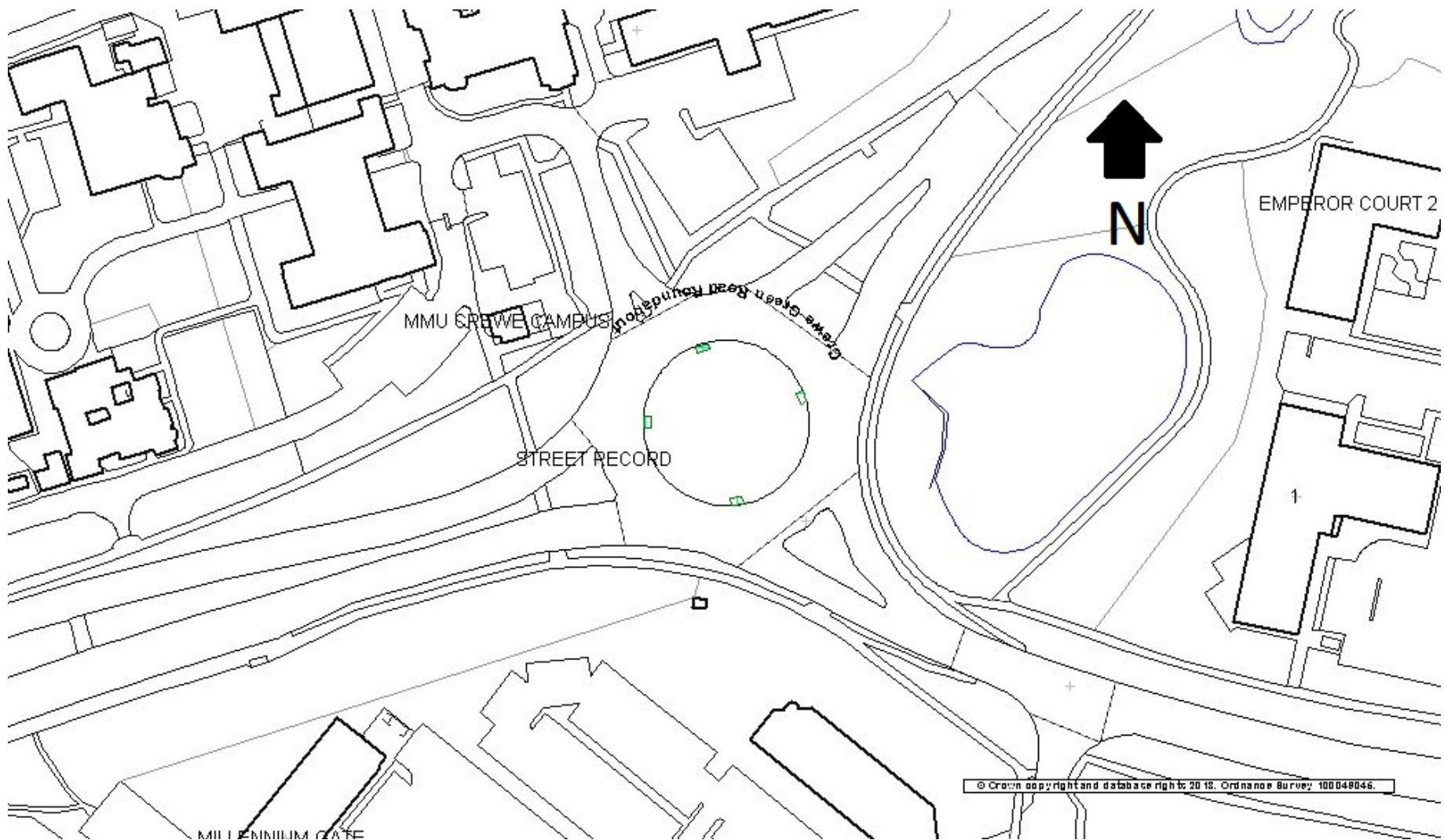
Approve subject to following conditions

1-6 standard advertisement conditions

Signs to be non-illuminated

Posts to be painted black

In accordance with approved plan- signs to be 1.5m by 600mm



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