

Application No: 17/0944N

Location: Land At, MIDDLEWICH ROAD WHITEHOUSE LANE ROUNDABOUT,  
NANTWICH

Proposal: Advertisement Consent - Erection of 4 sponsorship signs on the  
Roundabout: Middlewich Rd / Whitehouse Lane (Sainsbury's roundabout).

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 14-Apr-2017

### **SUMMARY**

The proposed development consists of the display of sponsorship signs.

The development 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 non-illuminated signs 1m wide by 600mm high, 1 metre above ground, supported on wooden posts.

### **SITE DESCRIPTION**

The proposal site is the roundabout at the Whitehouse Lane/Middlewich Road junction with the access round to Sainsbury's, Nantwich.

### **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.

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

MP1: Presumption in Favour of Sustainable Development

SE1: Design

SD2: Sustainable Development Principles

SE4: Landscape

### **Borough of Crewe and Nantwich Replacement Local Plan 2011**

BE1 Amenity

BE3 Access and parking

BE19: Advertisements and Signs

BE20: Advance directional signs

### **National Planning Policy**

National Planning Policy Framework (NPPF)

Planning Practice Guidance- section 18b

**Neighbourhood Plan** – There is no Neighbourhood Plan in Nantwich

### **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**

**Head of Strategic Infrastructure** - No objection

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

**Nantwich Town Council** - The proposal will lead to increased visual clutter due to the multiplicity of signs and a distraction for motorists with the potential for harm to highway safety. The Town Council objects on the grounds of demonstrable harm to the appearance of the street scene and demonstrable harm to highway safety.

### **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 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 Nantwich, between a commercial area and residential development.

The signs would all be within the existing roundabout and would be non-illuminated. Given the commercial context of the area, the size of the roundabout and the non illuminated nature of the signage it is considered that there would be no adverse impact on the visual amenity of the locality.

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 in highway safety terms, they do not interfere with visibility and no objections are raised.

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 Policies MP1 (Presumption in Favour of Sustainable Development), SE1 (Design), SD2 (Sustainable Development Principles) and SE4 (Landscape) of the CELPS and Policies BE1 (Amenity), BE3 (Access and Parking) and BE19 (Advertisements and Signs) of the Borough of Crewe and Nantwich Replacement Local Plan and guidance contained within the National Planning Policy Framework.

### **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

