

Application No: 17/0950N

Location: Land At, ROUNDABOUT A500 CHEERBROOK, WILLASTON

Proposal: Erection of 5 sponsorship signs on the roundabout

Applicant: Mr Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 04-Oct-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:

5 signs are proposed which will measure 0.6 metres in height, 1.5 metres in width and will be positioned on wooden posts 1 metre from the ground. Total height from ground 1.6m high including sign and pole.

### **SITE DESCRIPTION**

The proposal site is the roundabout located at the A500 Cheerbrook/ Willaston.

### **RELEVANT HISTORY**

None.

### **NATIONAL & LOCAL POLICY**

**Cheshire East Local Plan**

CS37 South Cheshire Growth Village  
MP1: Presumption in Favour of Sustainable Development  
SE1: Design  
SD2: Sustainable Development Principles.  
SE4: Landscape  
SE7: Historic environment  
PG6 Open countryside

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**

BE1 Amenity  
BE3 Access and parking  
NE.4 Green Gap  
BE19 (Advertisements and Signs)  
BE20: Advance directional signs

### **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 objection subject to condition that the signs are not internally illuminated

**Conservation Officer** – No objections.

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

No comments received at time of report.

### **REPRESENTATIONS**

## **Nantwich Civic Society:**

On behalf of Nantwich Civic Society, as chair, I wish to say that the 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.

## **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 in Crewe and Nantwich Settlement Boundary, within Crewe Town Centre. The signs would all be within the existing substantial roundabout and would be non-illuminated.

Given the commercial context and the size of the roundabout, it is considered that there would be no adverse impact on visual amenity. They would also be viewed against existing planting on the roundabout.

### **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.

### **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.

### **RECOMMENDATION:**

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

- 1.1-6 standard advertisement conditions
- 2.Signs to be non-illuminated
- 3.Posts to be painted black
- 4.In accordance with approved plan

n order to give proper effect to the Board`s/Committee's intentions and without changing the substance of the decision, authority is delegated to the Head of Planning (Regulation), in consultation with the Chair (or in his absence the Vice Chair) of Southern Planning Committee, to correct any technical slip or omission in the wording of the resolution, between approval of the minutes and issue of the decision notice.

