

Application No: 17/0881M

Location: Erection of 3 sponsorship signs on the, A34 / Dean Row Rd. Wilmslow

Proposal: Three sponsorship signs, one at each entry point onto the roundabout.

Applicant: Richard Bramhall, Ansa Environmental Services Ltd

Expiry Date: 30-Oct-2017

### **SUMMARY**

The site is located on the A34 ring road through the north east of Wilmslow. Saved policy DC51 of the Macclesfield Borough Local Plan, and paragraph 67 of the NPPF set out the circumstances where signage can be acceptable.

The application raises no significant issues relating to the visual amenity of the immediate neighbourhood or public safety. Accordingly the application is recommended for approval.

### **SUMMARY RECOMMENDATION**

Approve subject to conditions.

### **REASON FOR REPORT**

This application has been referred to the Northern Planning Committee by the Head of Planning (Regulation). The application is one of a number of proposals for signage on roundabouts across the Borough submitted by ANSA.

### **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:

3 signs are proposed which will measure 1m in width by 0.45m in height at a pole height of 0.5m.

### **SITE DESCRIPTION**

The roundabout in question is a large, grass and tree covered roundabout on the A34 by-pass to the north east of Wilmslow. The roundabout joins Maclean Way and Ainslie Way and provides access to from the by-pass to the north of the town.

## **RELEVANT SITE HISTORY**

None.

## **LOCAL AND NATIONAL POLICY**

### **National Planning Policy Framework**

Paragraph 67 – Advertisements

### **Planning Practice Guidance- section 18b**

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.*

### **Macclesfield Borough Local Plan**

DC51 (Advertisements)

### **Cheshire East Local Plan**

No Relevant Policies.

### **Wilmslow Neighbourhood Plan**

The area has been designated within a Neighbourhood Plan area, however a draft plan is not yet available.

## **CONSULTATIONS**

Head of Strategic Infrastructure – No objection subject to a condition restricting illumination

Wilmslow Town Council – Refusal recommended on the grounds of visual clutter and highway safety.

Manchester Airport – No objection.

## **REPRESENTATIONS**

Cllr Toni Fox has commented on the application noting that the signs are out of character with the street scenes, will result in visual clutter and be distracting to drivers thereby causing a safety issue on roundabouts that have a history of roundabout furniture being struck by

vehicles. Also advocates that any income generated, if the application were approved, be used within the locality.

## **SUPPORTING INFORMATION**

The applicant has submitted the following information:

The proposal is to deliver a trial for Cheshire East Council / ANSA 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 ANSA 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 Highway 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.

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 demonstrates that the main issues in the determination of this application are amenity and public safety.

### **Amenity**

The signs will be positioned in an out of town location on the A34. The signs would all be positioned on the existing grass roundabout and would be non-illuminated. Policy DC51

states that the visual amenity of the immediate area and public safety should be materially harmed by virtue of the proposed advertisement. The signage will be positioned adjacent to the existing chevron signage. A condition will ensure any existing signage is removed from the roundabout in order to avoid any visual clutter where existing advertisements/boards have been erected on the roundabouts. Given the existing substantial nature of the roundabout and the size of the signage proposed it is considered that there would be no adverse impact on the visual amenity of the surrounding area.

### **Public Safety**

An objection has been received from Wilmslow Town Council and the local Ward Councillor stating that the proposed signage will provide a visual distraction to drivers, thereby causing a safety issue on the highway. 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, therefore no concerns have been raised regarding highway safety.

The proposal is therefore considered to be in compliance with policy DC51 of the Macclesfield Borough Local Plan.

### **Other Matters**

An additional comment by the local Ward Councillor suggested the use of funds generated from the advertisement be used in within the locality. This is not a material planning consideration, and cannot be controlled through an application for advertisement consent.

### **Summary and Conclusion**

All objections and comments received have been noted and considered during the assessment of this application. The proposed advertisements are considered to be acceptable and would not have any detrimental impact on the visual amenity of the area, nor would it harm public safety

The proposed development is therefore considered to be in compliance with Saved Policy DC51 of the Macclesfield Borough Local Plan. The application is therefore recommended for approval subject to appropriately worded conditions being attached to any grant of consent.

### **RECOMMENDATION**

#### **Approve Subject to conditions**

*In the event of any changes being needed to the wording of the Committee's decision (such as to debate, vary or add conditions / informatives / planning obligations or reasons for approval/refusal) prior to the decision being issued, the Planning and Enforcement Manager has delegated authority to do so in consultation with the Chairman of the Northern Planning Committee, provided that the changes do not exceed the substantive nature of the Committee's decision.*

## Application for Advertisement Consent

RECOMMENDATION: Approve subject to following conditions

1. Development in accord with approved plans
2. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not impair the visual amenity of the site.
4. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
5. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to endanger, obscure or hinder any highway, railway, waterway or aerodrome operation.
7. This consent hereby grants permission for the display of the advertisement(s) referred to in this notice for a period of five years from the date of this consent.
8. Removal of advertisements currently displayed
9. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

