

Joint Development Control Committee - Cambridge Fringes

Date: Wednesday, 18 July 2018

Time: 10.30 am

Venue: Committee Room 1 & 2, The Guildhall, Market Square, Cambridge, CB2 3QJ

Contact: democratic.services@cambridge.gov.uk, tel 01223 457013

Agenda

Member Development Programme

9.30 to 10.30 AM - **Committee Room One**

Outlines, parameter plans and reserved matters.

1 Apologies

2 Declarations of Interest

3 Minutes (PAGES 3 - 8)

All Committee Members may vote on this item

4 Planning Report - 18/2799/17/AD (PAGES 9 - 22)

All Committee Members may vote on this item

5 Planning Report - 18/0513/FUL - 11 Harness Close (PAGES 23 - 32)

All Committee Members may vote on this item

6 General Item - NW Quadrant Temporary Retail Signage Guidance (PAGES 33 - 46)

Joint Development Control Committee - Cambridge Fringes Members:

Cambridge City Council: Cllrs Blencowe (Chair), Bird, Page-Croft, Price, Smart, Tunnacliffe Alternates: Holt, Nethsingha, Sargeant and Thornburrow

Cambridgeshire County Council: Cllrs Bradnam, Harford, Hudson and Richards, Alternates: Joseph, Kavanagh, Kindersley, Nethsingha, Whitehead and Wotherspoon

South Cambridgeshire District Council: Cllrs Bygott, Chamberlain, Hunt, de Lacey (Vice-Chair), Sollom and Williams, Alternates: Allen, Cone, Ellington, Howell, Johnson, Topping, Waters and Van de Weyer

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JOINT DEVELOPMENT CONTROL COMMITTEE - CAMBRIDGE FRINGES

20 June 2018

10.30 am - 12.35 pm

Present: Councillors Blencowe (Chair), Bird, Price, Smart, Tunnacliffe, Harford, Richards, Chamberlain, Hunt, de Lacey (Vice-Chair), Sollom and Williams

Officers Present:

Delivery Manager (Strategic Sites), Cambridge City and South Cambridgeshire District Councils: Sharon Brown
Principal Planning Officer (SCDC): Edward Durrant
Legal Advisor: Keith Barber
Committee Manager: Toni Birkin

Other Officers Present:

Lead Engineer Development Control: Ian Dyer
Development Control Engineer: Jon Finney

FOR THE INFORMATION OF THE COUNCIL

18/13/JDCC Election of Chair and Vice Chair

The Delivery Manager (Strategic Sites) assumed the Chair and invited nominations for the Chair.

Councillor Blencowe was proposed by Councillor Price, and seconded by Councillor Bird.

On a show of hands, Councillor Blencowe was elected unanimously. He assumed the Chair.

The Chair invited nominations for the Vice Chair.

Councillor de Lacey was proposed by Councillor Williams and seconded by Councillor Bird.

On a show of hands, Councillor de Lacey was elected unanimously.

18/14/JDCC Apologies

Apologies were received from Councillors Bygott (SCDC), Bradnam (County Council) and Hudson (County Council). Councillors Topping (SCDC), Nethsingha (County Council) and Wotherspoon (County Council) were present as alternates.

Councillor Price left after the consideration of item 18/17/JDCC and Councillor Thornburrow was present as the alternate for the remaining agenda items.

18/15/JDCC Declarations of Interest

Name	Item	Interest
Cllr Price	18/18/JDCC & 18/19/JDCC	Prejudicial Interest as a Director of Cambridge Investment Partnership (appointed by Cambridge City Council). Cllr Price left the meeting before these items were discussed

18/16/JDCC Minutes

The minutes of the meeting held on 14 March 2018 were approved as a correct record and signed by the Chair.

18/17/JDCC Meeting Dates 2018/19

Councillor Smart raised concerns about the number of meetings being agreed. He suggested that a more flexible arrangement would be more convenient for members. He also suggested that meetings should not be scheduled during school half term holidays.

The Delivery Manager (Strategic Sites) explained the need for the regular pattern of meeting to meet statutory deadlines and to fit in with other planning meetings. As this was a cross authority meeting, agreeing dates well in advance was seen as a sensible approach.

The committee **resolved (unanimously)** to approve the proposed meeting dates.

Member Training

Councillor Chamberlain confirmed that he had been unable to attend the new member planning training and would not vote on planning matters until he had completed the training.

18/18/JDCC S/1000/18/DC - Land North of Newmarket Road

The Committee received an application for the Discharge of Condition 8 (Site wide design code) of planning permission S/2682/13/OL.

Jamie Wilding, Head of Development at Hill, addressed the Committee in support of the application.

The Committee agreed to consider the Design Code section by section.

In response to Members' questions the Delivery Manager (Strategic Sites) and Principal Officer stated the following:

Vision

- i. Feedback regarding new sites around Cambridge had indicated that people would like to see more pitched roofs in new developments. To add to the character of the Wing development a predominance of pitched roofs is proposed in the design code.
- ii. The built forms would allow the different areas of the development to have their own character.
- iii. There was no policy requirement to provide senior living accommodation on the site. However, the Design Code does not preclude it. The emerging National Planning Policy Framework would consider a range of tenures.
- iv. Sustainability, climate change and future proofing of properties are dealt with by other policies but would be considered in the detailed application at a later date.
- v. Agreed that an additional statement would be added to the Vision Statement of the Design Code regarding sustainability and respect for the environment. Wording to be agreed in consultation with the Chair, Vice Chair and County Council Spokesperson.

Land Use

- vi. A 'fabric first' approach to construction was proposed rather than orientating the street layout towards maximum sunlight. It was hoped that this would produce long term energy efficiency.
- vii. The allotment club house would offer storage, toilet and hand washing facilities. It was recognised that allotment holders would be also be likely to erect sheds.

Movement and Access

- viii. Agreed that the text be amended **so that the number of cycle spaces must reflect the number of bedrooms for the larger dwellings.**
- ix. Confirmed that, whilst under existing policy guidance, it would not be possible to require an electric car charging point for every dwelling the text could be amended as follows (struck through text replaced with word in bold):
Public and private car charging points should be ~~considered~~ **included** when designing streets and building.
- x. Suggested that the details regarding the number of Car Club parking spaces would be agreed at a later date.
- xi. Confirmed that vehicle access to the Car Showrooms would remain unchanged until the alternative provision was delivered. The functioning of the westernmost access into the showroom area was considered acceptable in the applications for the new showrooms and the level of vehicles using it will have decreased following the removal of the aircraft design office.

Urban Design Principles

- xii. Confirmed that the development would have different build forms and use of materials to create a sense of place.

Materials

- xiii. Confirmed that although a range of materials would be used across the development, traditional brick construction would be the dominant feature. This could be discussed in more detail at a later date.

Landscape and Open Spaces

- xiv. The frontage to Newmarket Road would be an attractive and vibrant mixed use streetscape.
- xv. Inconsistencies in references to Sustainable drainage systems (SuDS) provision in respect of Beta Square on Page 63 and Page 87 would be amended and cross referenced.

- xvi. Agreed an amendment to the text on Page53 regarding play equipment to incorporate a commitment to '**inclusive play equipment**'.

Character Areas

No comments

Delivery

- xvii. Confirmed that the following report would look at the phasing of delivery in more detail.

Members of the Committee suggested that the visuals in the Design Code needed to reflect the diverse community of Cambridge.

The Committee:

Resolved (by 14 votes to 0 with 1 abstentions) to grant the application Discharge of Condition 8 (Site wide design code) in accordance with the officer recommendation, for the reasons set out in the officer report, and subject to the amendments as agreed by Committee as outlined above to the design code document (to be agreed by Chair and Vice Chair).

18/19/JDCC S/1001/DC/18 - Land North of Newmarket Road

The Committee received an application for the Discharge of Condition 7 (site wide phasing plan) of planning permission S/2682/13/OL.

Jamie Wilding, Head of Development at Hill, addressed the Committee in support of the application.

In response to Members' questions the Delivery Manager (Strategic Sites) and Principal Planning Officer stated the following:

- i. The car showrooms would continue to use the existing access road until the new road layout was completed.
- ii. The School would be opened in phases in line with the need of the growing population as the housing was occupied. It was envisioned that initially this would be mixed age classes.
- iii. There would be a management plan in place to manage construction traffic and site worker parking.
- iv. Affordable housing would be delivered across the site and would be in line with the phased delivery of the site.
- v. Temporary signage could be installed to alert cyclists to the dangers of construction traffic.

The Committee:

Resolved (by 14 votes to 0 with 1 abstentions) to approve the phasing strategy as amended.

The meeting ended at 12.35 pm

CHAIR

JOINT DEVELOPMENT CONTROL COMMITTEE (CAMBRIDGE FRINGE SITES)

Report by: Joint Director of Planning and Economic Development

Date: 18th July 2018

Application Number	S/2799/17/AD	Agenda Item	
Date Received	8 th January 2018	Officer	Adam Bridgman
Target Date	25 th April 2018		
Parishes/Wards	Girton		
Site	Land between Huntingdon Road and Madingley Road – North West Cambridge Development		
Proposal	Erection and retention of 6 No. standalone marketing advertisement signage boards		
Applicant	Hill		
Recommendation	Approval		
Application Type	Advertisement Consent	Departure:	No

The above application has been reported to the Planning Committee for determination by Members in accordance with the Scheme of Delegation for the Joint Development Control Committee for the Cambridge Fringes.

SUMMARY	The development accords with the Development Plan for the following reasons: <ol style="list-style-type: none">1. The advertisements are considered appropriate to support the marketing of housing in the North West Cambridge development and will not create significant harm to visual amenity over a temporary period.2. The advertisements will not harm public safety.
RECOMMENDATION	Grant advertisement consent

1.0 SITE DESCRIPTION/AREA CONTEXT

- 1.1 The applicant 'Hill' is currently developing parcels M1 and M2 at the North West Cambridge Development (NWCD) within the land administered by the Cambridge City Council (CCC) and South Cambridgeshire District Council under reserved matters 15/1663/REM (CCC) and S/2219/15/RM (SCDC reference), as per the outline planning application 13/1402/S73 (CCC). These approvals allow for the development of 240 unit market dwellings which Hill has branded as 'Athena'. Construction work is well advanced and the Marketing Suite is open.
- 1.2 The immediate surrounding of the advertisements (location described in Section 2 below) consists of grass verges, and low level hedging and shrubs along Eddington Avenue. The western verge extends to the Hills Marketing Suite property with a 10 – 40 metre setback from Eddington Road to the neighbouring property Trinity Farm boundary fence.
- 1.3 The advertisements are situated on land designated as open space/green belt in the North West Cambridge Area Action Plan (NWCAAP).

2.0 THE PROPOSAL

- 2.1 This is an application for a total of six marketing advertisements, all of which are located in the South Cambridge District boundary, consisting of the following: a) the erection of one new advertisement at the corner of Huntingdon Road/ Eddington Avenue, b) the retention of three advertisements on the western side of Eddington Avenue within the NWC development, and c) the erection of two new advertisements on the eastern side of Eddington Avenue.
- 2.2 The proposed advertisement board located to the west of the Huntingdon Road/ Eddington Avenue corner, most visible from Huntingdon Road, is shown as blue on the site location plan. It is 2.43m height x 4.87m width.
- 2.3 The proposed advertisement board located to the western side of Eddington Avenue, is also shown as blue on the site location plan. It is 2.74m height x 5.50m width.
- 2.4 The two totem advertisements proposed to the western side of Eddington Avenue, are shown as green on the site location plan and are both 2.20m height x 1.00m width.
- 2.5 The two board advertisements proposed to the eastern side of Eddington Avenue, shown as yellow on the site location plan are both 0.594m height x 0.891m width.
- 2.6 The advertisements feature a mix of promotional text and images, promoting the Hills Athena development site and show home. The details of the

advertisement are not subject to control under the advert regulations, simply the area covered by them. Consent was sought for a three year period until 4th September 2020.

2.7 None of the advertisements are proposed to be illuminated.

2.8 The application is accompanied by the following supporting information:

- Site Location Plan – (Drw No. 00100-000, dated October 2017)
- Advertisement plans:
 - Updated Eddington Avenue Signage and Plan
 - Updated Huntingdon Road Sign and Plan

3.0 SITE HISTORY

Reference	Description	Outcome
SCDC:S/2036/13/VC CCC: 13/1402/S73	Section 73 application to vary Condition 69 (drawing numbers)	Approved
SCDC: S/1886/11 CCC: 11/1114/OUT	Outline application for 3000 dwellings up to 2,000 student bedspaces; employment floorspace, including commercial and academic floorspace; retail floorspace; Senior Living; Community Centre; Indoor Sports Provision; Police; Primary Health Care; Primary School; Nurseries; Hotel; Energy Centre; and associated infrastructure including roads, pedestrian, cycle and vehicle routes, parking, drainage, open spaces and earthworks.	Approved
CCC:16/1242/ADV	Erection of two temporary illuminated totem signs on Madingley Road and Huntingdon Road.	Refused
CCC: 16/1973/ADV	Erection of two temporary non-illuminated signs at two locations, on Madingley Road and Huntingdon Road, Cambridge CB3 0LH, as part of the North West Cambridge Development (NWCD).	Approved
CCC: 16/0284/ADV SCDC:S/0450/16/AF	Site wide signage consisting of 6x double sided map nodes (S2) and 22 x finger post signs (S3)	Approved
CCC:17/1380/ADV	Erection of one advertisement at the corner of Madingley Road/ Eddington Avenue	Part approved/ part refused

4.0 PUBLICITY

4.1 Advertisement:	No
Adjoining Owners:	Yes
Site Notice Displayed:	No

5.0 POLICY

5.1 Relevant Development Plan policies

PLAN	POLICY NUMBER
South Cambridgeshire District Council, Local Development Framework, Development Control Policies, Adopted July 2007	DP/2 – Design of New Development DP/7 – Development Frameworks CH/8 – Advertisements
North West Cambridge Area Action Plan	NW2: Development Principles NW4: Site and Setting

5.2 Relevant Central Government Guidance, Supplementary Planning Documents and Material Considerations

Central Government Guidance	National Planning Policy Framework March 2012 National Planning Policy Framework – Planning Practice Guidance March 2014
Supplementary Planning Guidance	Guidance Note for Marketing Signage for Cambridge Fringe Sites (approved by JDCC in March 2012 as informal guidance) North West Cambridge Development: Pedestrian Signage & Wayfinding Detail Design Report (Rev 3), dated 12 February 2016. Draft guidance – North West Quadrant – Temporary Retail Signage, June 2018.

5.3 Status of Proposed Submission – Local Plan Proposed Submission July 2013

Planning applications should be determined in accordance with policies in the adopted Development Plan and advice set out in the NPPF. However, after consideration of adopted plans and the NPPF, policies in emerging plans can also be given some weight when determining applications. For SCDC, therefore, the emerging revised Local Plan as published for consultation in July 2013 can be taken into account, especially those policies where there are no or limited objections to it. However it is likely, in the vast majority of instances, that the adopted development plan and the NPPF will have considerably more weight than emerging policies in the revised Local Plan.

For the application considered in this report, the following policies in the emerging Local Plan are of relevance:

- S/2 – Objectives of the Local Plan
- S/6 - The Development Strategy to 2031
- S/7 – Development Frameworks
- HQ/1 – Design Principles

6.0 CONSULTATIONS

Cambridgeshire County Council (Highways Development Management)

- 6.1 The Highway Authority considers that the western sign on the Madingley Road junction must be relocated, and the Highway Authority has recommended refusal of this advertisement. (This advertisement was part of the CCC application 17/1380/ADV, whereby this advertisement which was refused, and so is not part of the current SCDC application).
- 6.2 In respect of the advertisements put forward within this proposal, the Highway Authority has not raised any highway safety issues, and recommends that the signs within land being offered for adoption to the Highways Authority, will require removal prior to adoption by the Authority.

7.0 REPRESENTATIONS

- 7.1 The owners/occupiers of the following addresses have made representations:
- Trinity Farm (received 21st January 2018)
 - Trinity Farm (received 22nd January 2018)
- 7.2 The representations can be summarised as follows:

Trinity Farm (received 21st January 2018)

The representation objects to the proposal on the basis that any new advertisements will be inappropriate, having a detrimental effect on the newly landscaped area, and the neighbourhood in general.

Trinity Farm (received 22nd January 2018)

The representation objects to the proposal on the basis that there is already a large sign bordering their garden and obscuring light. More signs would add to the problem and would be an “eyesore”.

- 7.3 The above representations are a summary of the comments that have been received. Full details of the representations can be inspected on the application file.

8.0 ASSESSMENT

- 8.1 This advertisement application is being reported to the Joint Development Control Committee (JDCC) for consideration given previous concerns expressed by Committee about the need for a comprehensive advertisement

strategy for the North West Cambridge and Darwin Green developments and this part of Huntingdon and Madingley Roads. The Councils already have in place a Fringe Sites Marketing Signage Guidance Note which was approved by the JDCC. But in parallel with this marketing advertisement application, a retail signage guidance note is being reported to the Committee for consideration in accordance with a previous Committee request. This is the subject of a separate report.

- 8.2 Paragraph 67 of the NPPF 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.
- 8.3 The NPPG requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary, or offensive to public morals.

Amenity

- 8.4 The site of each advertisement proposed is within space identified as open space/green belt with the NWCAAP. The principal function of this area is to ensure that Girton does not coalesce with Cambridge. While this key objective will not be compromised by the application proposal, the purposes of including land within Green Belt have been given appropriate weight in assessing the impacts upon visual amenity.
- 8.5 It is recognized that all developments need to be marketed and marketing signage is a generally accepted method of doing this. Much marketing signage does not require formal advertisement consent as it benefits from deemed consent provisions under the Advertisement Regulations. These require formal consent due to the area covered by the marketing elements.
- 8.6 Officers consider the needs of the developer to market the dwellings in the interests of the developing community to be reasonable. The advertisements proposed are proportionate to the size and scale of the development and the majority are clustered within the centre of the NWCD development and are not visible from the main Huntingdon and Madingley Road frontages.
- 8.7 In respect of the Huntingdon Road/ Eddington Avenue junction advertisement, this area is a principal site entrance, of which the JDCC Guidance on Marketing Signage for Cambridge Fringe Sites allows for one advertisement

for a developer/ housebuilder per principal site entrance. The development is therefore considered to be in accordance with the City and SCDC informal guidance for marketing signage.

- 8.8 Temporary permission was granted for two Sainsbury's Totems at both Huntingdon and Madingley Road. Officers recognise that whilst Committee considered these signs acceptable for a strictly limited period, general concern was expressed with the possible future proliferation of temporary retail signage. This is not comparable to this marketing signage as it relates to the promotion of retail premises within the development. A separate guidance note for retail signage has now been prepared by officers which encourages developers of the North West Quadrant sites to consolidate any further temporary retail signage into a single totem, with placeholders for different business. The proposed marketing signage is modest in size. They will be in place for a strictly limited period to 20 December 2018 (as recommended by officers) and not for the longer period requested by the applicant. The situation would then be reviewed at the end of this period having regard to the cumulative impacts of other signage within the locality. The proposed signage is therefore not in conflict with the City and SCDC strategy for managing future temporary retail signage.
- 8.9 The siting of the proposed house builder marketing signage when considered cumulatively with the temporary Sainsbury's totem will not in the view of officers detract from the visual amenities of the Huntingdon Road street scene. The proposed Huntingdon Road sign is of a size, consistent with other principal site entrance advertisements for house builders within the areas of major growth around Cambridge. It is of a similar size and design to that approved at the Madingley Road/ Eddington Avenue junction under the CCC permission 17/1380/ADV.
- 8.10 Objections have been raised on the grounds of negative visual impacts. However, officers consider the second advertisement (on the western side of Eddington Avenue) is of a sufficient distance (approximately 10 metres) from the neighbouring rear garden of Trinity Farm to reduce any visual impact or overshadowing. Given the set back against the fencing of the marketing suite and setback from the Eddington Road, the scale is mitigated from the street scene. Given the applicant Hill is the only developer currently building within this site, along with a temporary duration to align with the 1 year previous CCC advertisement approval 17/1380/ADV at the corner of Eddington Avenue and Madingley Road, officers consider the advertisement is appropriate.
- 8.11 In respect of the proposed totem and directional advertisements, to the west and east of Eddington Avenue, all four advertisements are of a scale that would not have an overbearing effect on the character of the area. The totems are located against the gateway into the Marketing Suite and are buffered by planting, where the directional advertisements, located across Eddington Avenue, are of minimal scale to direct customers to the marketing suite. Both advertisements are proposed to be temporary and any effects on amenity will be acceptable.

Highway Safety

- 8.12 The proposed signs would not pose a danger to highway safety. All advertisements, apart from the two directional advertisements to the east of Eddington Avenue, are located well clear of the roadway, minimising highway safety issues.
- 8.13 The directional advertisements to the east of Eddington Avenue are proposed within the berm of the highway to mitigate any highway safety issues, particularly around this junction to the school car park. The principal entrance into the school is to the south west of the school. Officers anticipate minimal pedestrian traffic crossing Eddington Avenue at this point and the advertisements are not considered to cause obstruction.
- 8.14 The County Highways Authority has considered the advertisements proposed within the public highway should be removed prior to adoption of the highway. Given this is not an objection in respect of highway safety, and the above assessment of highway safety considers the effects on highway safety to be acceptable, this is not grounds for refusal of the application. An informative will be recommended to remind the applicant that prior to erection of any advertisements within the adoptable highway, approval from the Highways Authority must be sought.

9.0 CONCLUSION

- 9.1 Overall, taking the above assessments of amenity and highway safety into account, officers consider that the temporary proposed advertisements are considered acceptable, in accordance with policy NW2 and NW4 of the NWCAAP, the JDCC Marketing Strategy and the Town and Country Planning (Control of Advertisements) Regulations 2007.

10.0 RECOMMENDATION

APPROVE subject to the following conditions:

1. The express consent hereby approved shall expire on the 20th December 2018 and the advertisements shall not be displayed after that date.

Reason: In accordance with Part 3 Regulation 14 of the Town and Country Planning (Control of Advertisements) Regulations 2007 and because the advertisement is acceptable for a temporary period only.

INFORMATIVE

Cambridgeshire County Council - Highways Permission

This approval does not provide land owner approval for any advertisements located within the County Highway adoptable highway. This approval, if required, should be sought by the consent holder from the County Highway, prior to the erection of the advertisements, or in conjunction with the ongoing nature of the consented activity.

Contact details

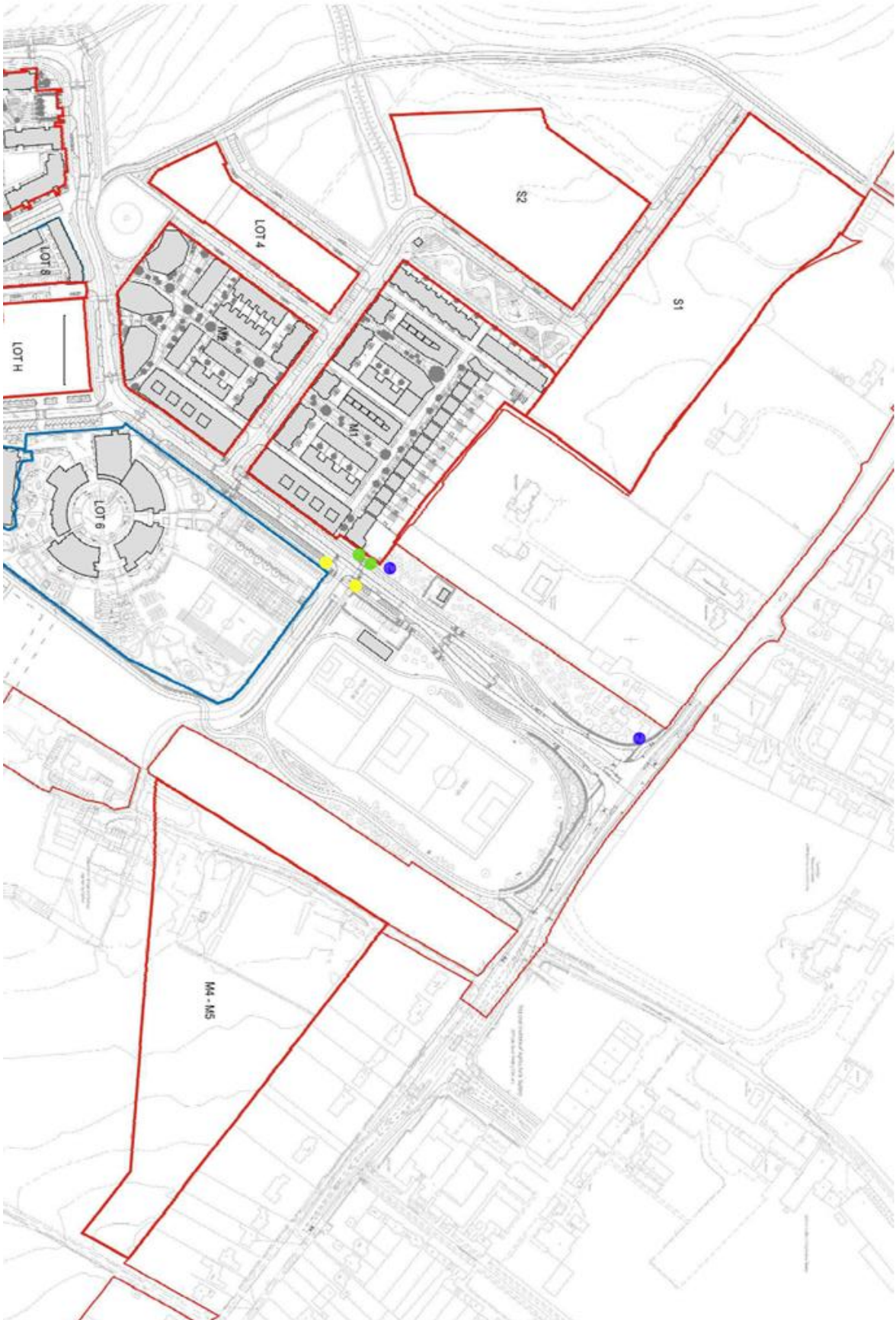
To inspect any related papers or if you have a query on the report please contact:

Author's Name: Adam Bridgeman

Author's Phone Number: 01223 457202

Author's Email: Adam.Bridgeman@cambridge.gov.uk

Site Location

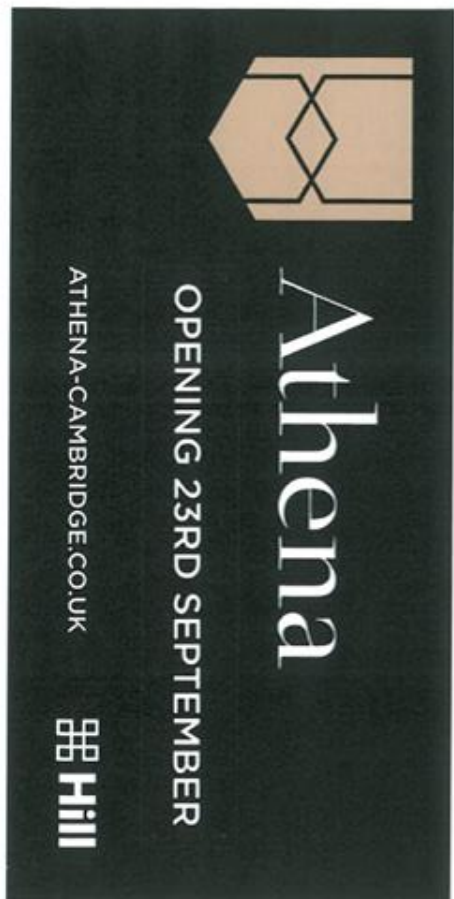


SCDC/ CCC Boundary



Eddington Avenue

Men Board 2340 x 5500

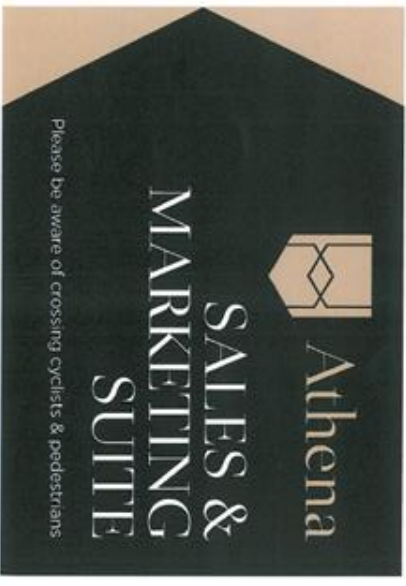


ATHENA
600mm

OPENING...
30mm
Type size 650pt

ATHENA...
30mm
Type size 440pt

At Eddington Board 2340 x 5500



ATHENA
300mm

SALES...
300mm

Please...
280mm

Men Board 2000 x 1000



ATHENA
300mm

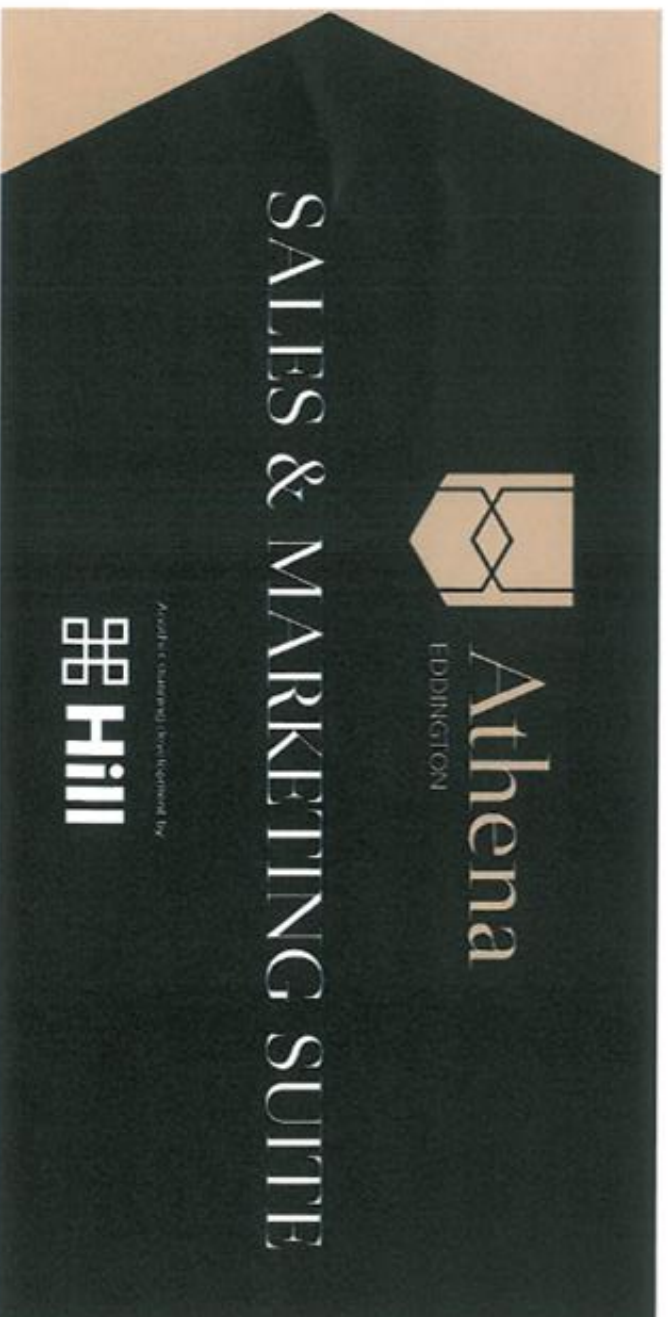
WELCOME...
300mm

OPEN...
300mm

Huntingdon Road/Eddington Avenue



Huntingdon Rd 2.43m x 4.87m board



ATHENA
2027mm

SALES
1020mm

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JOINT DEVELOPMENT CONTROL COMMITTEE (CAMBRIDGE FRINGE SITES)

Report by: Joint Director of Planning and Economic Development

Date: 18th July 2018

Application Number	18/0513/FUL	Agenda Item	
Date Received	5 th April	Officer	Aaron Coe
Target Date	18th July 2018		
Parishes/Wards Site	Trumpington 11 Harness Close, Trumpington, Cambridge, CB2 9PS		
Proposal	Single storey side and rear extension.		
Applicant	MDS DESIGN ASSOCIATES		

SUMMARY	<p>The development accords with the Development Plan for the following reasons:</p> <ul style="list-style-type: none"> • The proposal would not have any significant adverse impact on the neighbouring properties in terms of loss of light, enclosure, loss of privacy or noise and disturbance. • The proposed extension is considered acceptable in terms of design. • The proposal would retain an acceptable amount of outdoor amenity space for future occupiers.
RECOMMENDATION	APPROVAL

1.0 SITE DESCRIPTION/AREA CONTEXT

1.1 No. 11 Harness Close is a two storey end of terrace property with an adjoining carport located within the Glebe Farm development site. The property is part of the Countryside development site within parcel 6 of Glebe Farm approved under planning application reference 09/1140/FUL.

1.2 There are no constraints affecting the application site.

2.0 THE PROPOSAL

2.1 Planning permission is sought for the erection of a single storey side and rear extension.

2.2 The existing carport is proposed to be replaced by a 6 metre enclosed garage and a single storey side and rear extension. The proposed extension would extend an additional 3.6 metres beyond the existing rear wall.

2.3 The application proposes to brick up the back of the garage and erect an additional 7.6 metre rear extension. The proposed extension would also extend to the side of the property by 3 metres.

2.4 The extension proposes a sloping roof, proposed to be 4 metres at the highest point which will slope towards the neighbouring property, No. 32 Harness Close where the roof height is proposed to be 2.5 metres high to under the eaves. The proposed mono pitch roof also includes the addition of a chimney.

2.5 The proposal also involves the addition of a bin store and a cycle enclosure.

2.6 The application is accompanied by the following supporting information:

1. Amended Plans

2.7 The following amendments have been received:

- A reduction in height of the proposed cycle enclosure
- The size of the garage has been increased from 4.8 metres to 6 metres in order to retain an off street car parking space

3.0 SITE HISTORY

3.1 No relevant site history.

4.0 PUBLICITY

4.1 Advertisement:	No
Adjoining Owners:	Yes
Site Notice Displayed:	No

5.0 POLICY

5.1 Central Government Advice

National Planning Policy Framework 2012
Planning Practice Guidance 2014
Circular 11/95 – The Use of Conditions in Planning Permissions (Annex A)

5.2 Cambridge Local Plan 2006

3/4 Responding to context
3/14 Extending buildings

6.0 CONSULTATIONS

Cambridgeshire County Council (Highways Development Control)

- 6.1 The proposal reduces the size of the off-street parking space to less than that normally acceptable to keep a car off-road.
- 6.2 The future public highway within the site, once adopted, is intended to be covered by on-street parking controls restricting parking to visitors only.
- 6.3 The above responses are a summary of the comments that have been received. Full details of the consultation responses can be inspected on the application file.

7.0 REPRESENTATIONS

- 7.1 The owners/occupiers of the following addresses have made representations:

- 4 Barn Road

- 7.2 The representations can be summarised as follows:

Concerned by:

- The noise impact of the construction work
- The impact of the extension on the existing outlook from their property
- The location of the proposed rainwater soakaway
- The proposed height of the bike enclosure.
- Loss of sunlight

- 7.3 The above representations are a summary of the comments that have been received. Full details of the representations can be inspected on the application file.

8.0 ASSESSMENT

Context of site, design and external spaces

- 8.1 The proposed depth of the extension is in proportion with the layout of the main house, successfully reflecting the form of the property in accordance with policy 3/14 of the Cambridge Local Plan 2006.
- 8.2 The extension would not be visible from the street. Therefore, there would not be any impact on the existing street scene.
- 8.3 The proposed single storey extension is positioned 6.5 metres from the rear site boundary and sufficient outdoor amenity space is proposed to be retained as part of this proposal.
- 8.4 The form and design of the extension includes a sloping roof with a chimney and roof light windows. This is an appropriate contextual response to the design of the main house and the adjacent property. The materials selected include aluminum windows and sliding doors which are proposed to match existing, this is considered to be appropriate and a planning condition has been attached to secure this. The acceptability of the design, position and size of the chimney will be assessed under Building Regulations. In planning terms the proposed chimney would not have any adverse impacts on the residential amenity.
- 8.5 The applicant has confirmed that the proposed chimney will serve a gas fire. The location and height of the chimney is a Building Control issue and covered by Approved Document J (Combustion appliances and fuel storage systems) of The Building Regulations. There is no similar statutory planning legislation that relates specifically to chimneys/wood-burning stoves or similar, which could be used to assess such proposals. Therefore, the details of the chimney will be further assessed at Building Regulation stage and will require the approval of the building inspector.
- 8.6 In my opinion the proposal is compliant with Cambridge Local Plan (2006) policies 3/4, 3/11 and 3/14.

Residential Amenity

Impact on amenity of neighbouring occupiers

4 Barn Road

- 8.7 The proposed extension is situated 6.5 metres from the boundary of No. 4 Barn Road to the rear of the application site. Given the distance between the proposed extension to the rear site boundary and the fact the proposal is single storey, it is considered that there would not be any issues of overlooking, overshadowing or loss of light as a result of the proposed development.

- 8.8 The original proposal involved the inclusion of a bike enclosure with a height of 2.2 metres which would have been visible from the neighbours garden. Whilst an outbuilding of the proposed design with a height of 2.5metres could be constructed under permitted development the proposed height of the cycle store has been reduced to 1.6 metres which is below the fence height in order to prevent any impact on the neighbouring property.
- 8.9 The extension would be partly visible from the rear amenity space of No. 4 Barn Road. However, due to the extension being single storey and the distance from the boundary it is not considered the proposed development would have an adverse impact on the outlook of the neighbouring property.

32 Harness Close

- 8.10 The extension is proposed to be inset from the boundary by approximately 0.80 metres at the closest point. There is a distance of approximately 6 metres between the extension and habitable living space of the adjacent property 32 Harness Close. There is also a carport between the property and the proposed development which acts as a buffer to mitigate any adverse impacts of the proposed development on the neighbouring property. There are no overlooking or overshadowing impacts of the proposed development on this property.
- 8.11 In my opinion the proposal adequately respects the residential amenity of its neighbours and the constraints of the site and I consider that it is compliant with Cambridge Local Plan (2006) policies 3/4 and 3/14.

Car and Cycle Parking

- 8.12 Cambridgeshire County Council Highways Engineer raised concerns suggesting the original proposal did not provide a large enough garage space to be classed as an off street car parking space. The applicant subsequently amended the plans to provide an adequate sized garage to retain the off street car parking space. The proposed garage arrangement is considered to be adequate to provide parking for a typical family car and the necessary circulation space for comfortable access.
- 8.13 A cycle enclosure is included as part of this application and adequate cycle parking spaces are provided.
- 8.14 In my opinion the proposal is compliant with Cambridge Local Plan (2006) policies 8/6 and 8/10.

Third Party Representations

8.15 One third party representation has been received. The following matters have been raised:

Table 1: Representations Received:

Issue	Officer response/ report section
The noise impact of the construction work	A planning condition would be attached to any permission granted to restrict the construction hours in order to protect the residential amenity of neighbouring properties.
The impact of the extension on the existing outlook from their property	Paragraph 8.9
The location of the proposed rainwater soakaway	The final location of the soakaway will be dealt with via the Building Regulation requirements.
The proposed height of the bike enclosure.	Paragraph 8.8
Loss of sunlight	Paragraph 8.7

9.0 RECOMMENDATION

APPROVE, subject to the following conditions:

- 1) The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

Reason: In accordance with the requirements of section 51 of the Planning and Compulsory Purchase Act 2004.

- 2) No construction work or demolition work shall be carried out or plant operated other than between the following hours: 0800 hours and 1800 hours on Monday to Friday, 0800 hours and 1300 hours on Saturday and at no time on Sundays, Bank or Public Holidays.

Reason: To protect the amenity of the adjoining properties. (Cambridge Local Plan 2006 policy 4/13)

- 3) The extension hereby permitted shall be constructed in external materials to match the existing building in type, colour and texture.

Reason: To ensure that the extension is in keeping with the existing building. (Cambridge Local Plan 2006 policies 3/4, and 3/14)

Appendix

1) Site Plan



REVISION: A - 31-05-18 - Proposed garage dimensions updated -

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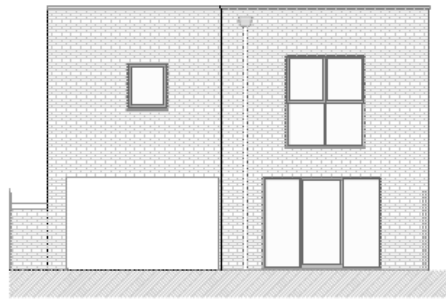
MDS Designs Associates - Building Consultants
Anchor House - 7 Anchor Lane - Burwell - Cambridge - CB25 0BD
Mr Shervin Maleki

Project: Extension to Existing Dwelling
11 Harnes Close Cambridge CB2 9PS
Drawing: BLOCK PLAN

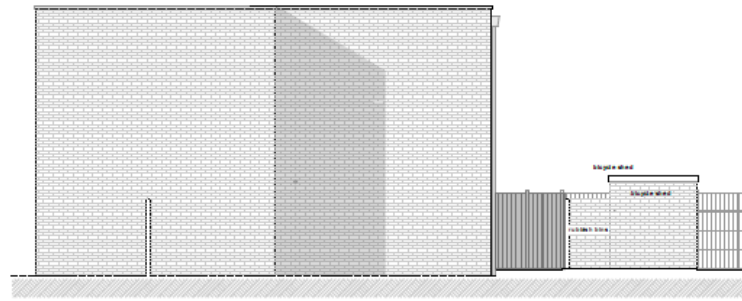
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Date
31-05-18

Rev.: A
Drg. n°:
01.1

2) Existing Elevations



EAST ELEVATION as EXISTING

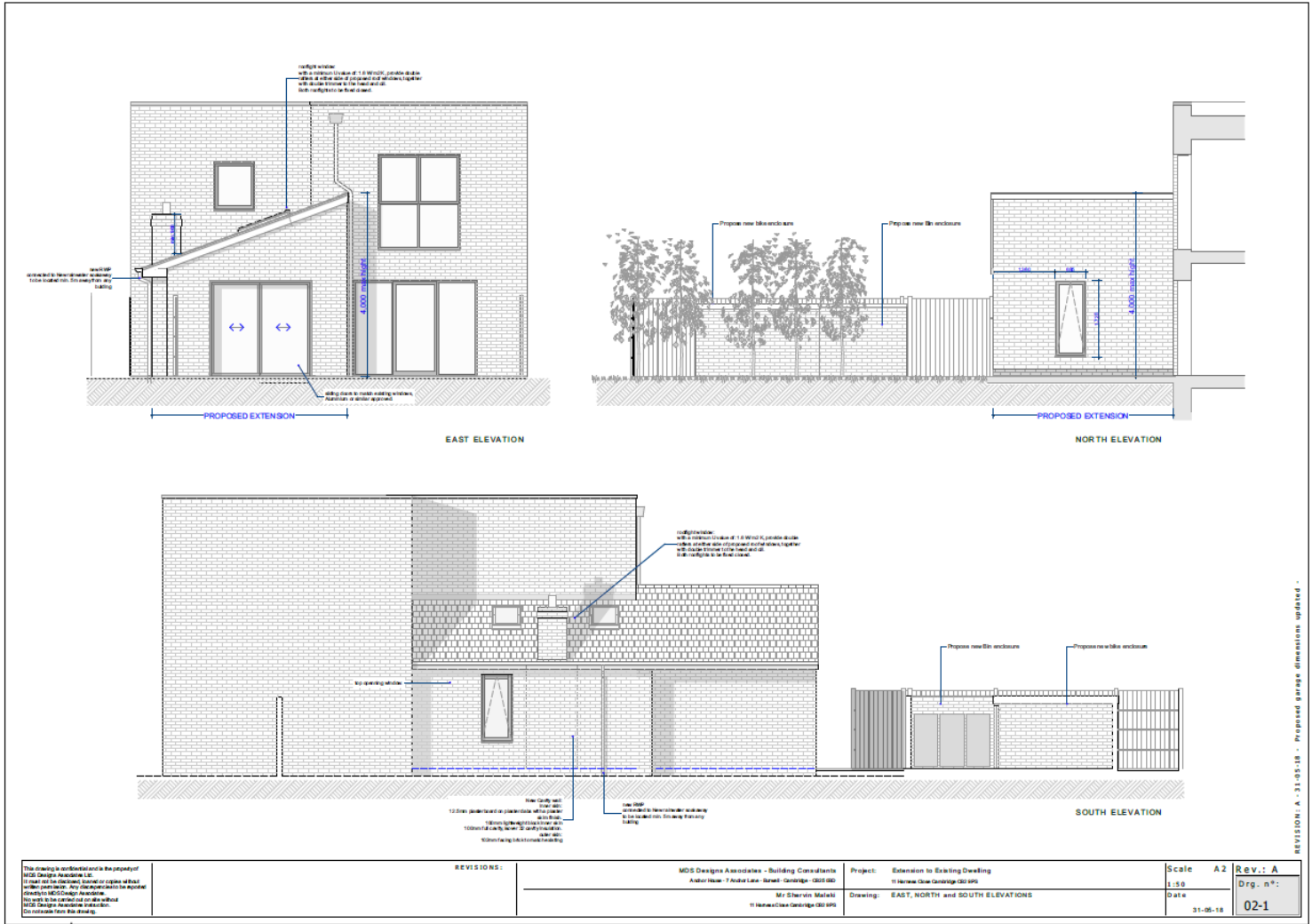


SOUTH ELEVATION as EXISTING

REVISIONS:

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	<p>Mr Shervin Maleki 11 Himes Close Cambridge CB2 9PS</p>	<p>Drawing: GROUND FLOOR as EXISTING, EAST and SOUTH eLEVATION For Planning</p>	<p>Date 02-02-17</p>	<p>01-4</p>

3) Proposed Elevations



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Project: Extension to Existing Dwelling
 11 Howard Close Garsington OX4 6PS
Drawing: EAST, NORTH and SOUTH ELEVATIONS

Scale: A2
 1:50
Rev.: A
Drw. n°: 02-1
 Date: 31.05.18

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JOINT DEVELOPMENT CONTROL COMMITTEE (CAMBRIDGE FRINGE SITES)

Report by: Joint Director of Planning and Economic Development

Date: 18th July 2018

	Agenda Item	
	Officer	John Evans
Ward/Parish	Castle/Girton	
Site	North West Quadrant Sites	
Proposal	North West Quadrant – Temporary Retail Signage, Informal Guidance Note	
Applicant	Hill	
Recommendation	Approval	
Application Type	Informal Guidance Note	Departure: No

SUMMARY	<ol style="list-style-type: none">1. The Temporary Retail Signage - Informal Guidance Note, has been produced to complement existing marketing signage guidance for the Cambridge Fringe Sites.2. It encourages the consolidation of any future temporary retail signage, to avoid a proliferation at the gateways to the City.
RECOMMENDATION	For Committee to endorse the document as informal guidance.

Appendix 1 – Draft, Temporary Retail Signage - Informal Guidance Note

1.0 BACKGROUND

- 1.1 This informal guidance note is being presented to the Joint Development Control Committee (JDCC) for consideration given previous concerns expressed by Committee about the need for a comprehensive advertisement strategy for the North West Quadrant developments. Particularly, the important gateways into the City of Huntingdon Road and Madingley Road.

- 1.2 The Councils already have in place a Fringe Sites Marketing Signage Guidance Note which was approved by the JDCC in 2012. This provides guidance for the consideration of applications involving temporary house builder marketing signage during the construction period. It is applicable to strategic sites across the City. The proposed Temporary Retail Signage Informal Guidance Note seeks to complement, not replace, this existing guidance.
- 1.3 Paragraph 67 of the NPPF 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.
- 1.4 The University, on the North West Cambridge Development (NWCD), already has a comprehensive wayfinding strategy. The JDCC have previously expressed concerns there will be pressure for further commercial signage at the site entrances, for other retailers and services within the NWCD. This is an important issue given the Darwin Green development on the opposite site of Huntingdon Road may also require temporary signage for local centre occupiers and a supermarket.
- 1.5 Given the potential for proliferation of signage associated with advanced marketing of retail and commercial uses and mindful of the cumulative impact of such signage along the main City gateways, the Urban Design and Conservation Team have produced an informal guidance note. (**Appendix A**). This will encourage the consolidation of any future temporary retail advertisements within a single totem within which different operators can advertise.
- 1.6 Temporary permission was granted for two Sainsbury's Totems at both Huntingdon and Madingley Road. Officers recognise that whilst Committee considered these signs acceptable for a strictly limited period, general concern was expressed with the possible future proliferation of temporary retail signage. Following removal of the Sainsbury's totems by March 2019 it is expected that any future temporary retail signage proposals follow the principles of this document.
- 1.7 The informal guidance note relates to temporary retail signage only, in the interests of helping the emerging new communities establish and be successful after their initial period of construction. The guidance does not promote, or consider acceptable, permanent retail signage on the Huntingdon and Madingley Road frontages.

2.0 CONSULTATIONS

University of Cambridge

- It is not clear whether the document is intended to provide guidance on signage during the construction period only.
- The document seems to relate to other signage within the sites, not just their gateways. We assume that anything within the site is superseded by other considerations and the document should only refer to signage on Madingley Road or Huntingdon Road.
- Signage should be considered on a site by site basis to reflect their different character.
- The guidance is not clear about how it relates to existing signage and wayfinding.
- The guidance seems to rule out illuminated signs entirely (we assume for the construction period). We would question whether in some instances, during the winter, low lit illuminated signs may be appropriate.

Barratt Homes developer team

- No comments received.

Officer Comments

- 2.1 The draft Temporary Retail Signage Informal Guidance Note has now been narrowed in scope to avoid confusion with other site wide signage across the North West Quadrant site.
- 2.2 The draft guidance note seeks to provide additional guidance for temporary retail signage at the site gateways only and that additional permanent retail signage related to these developments would be unacceptable along these important gateways to the City.
- 2.3 Officers consider that any form of illumination is unacceptable for temporary retail signage.

3.0 RECOMMENDATION

- 3.1 It is recommended that Committee endorses the draft Temporary Retail Signage Informal Guidance Note.

Contact details

To inspect any related papers or if you have a query on the report please contact:

Author's Name: John Evans

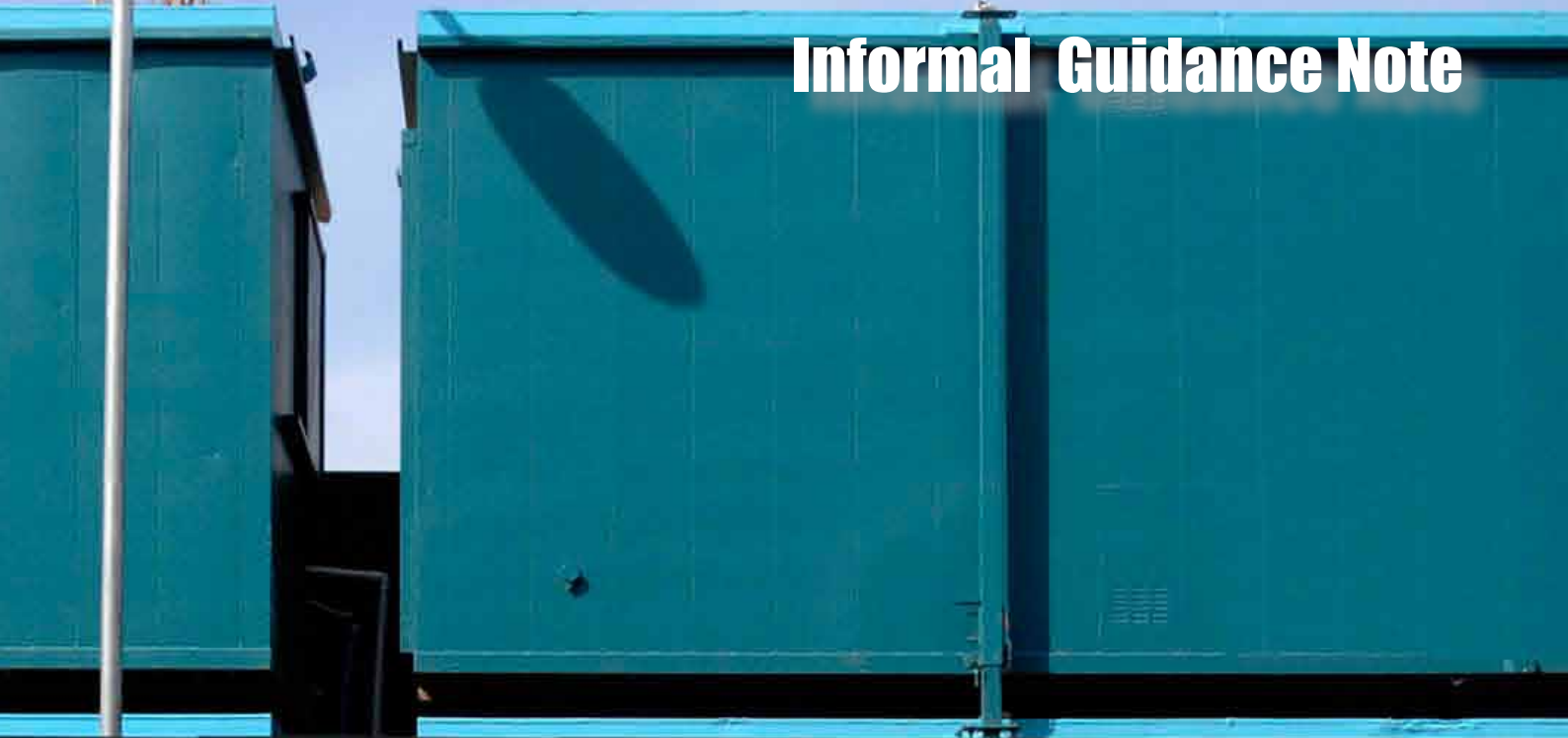
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North West Quadrant Temporary Retail Signage

Informal Guidance Note



THE NORTH WEST QUADRANT

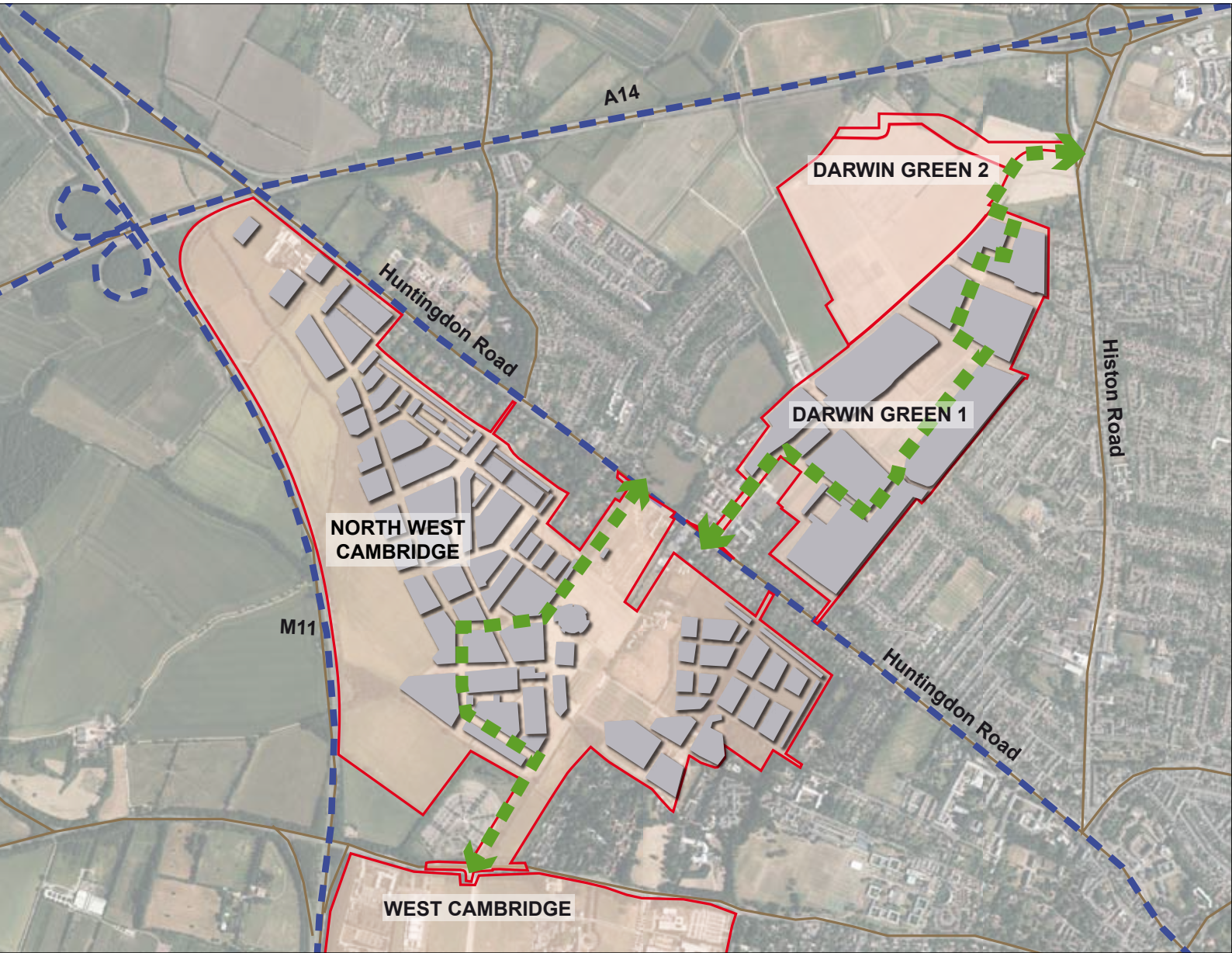


Figure 1: Map showing the North West Quadrant

INTRODUCTION

Purpose & status

This document provides informal guidance for the siting and design of temporary retail signage on the key approaches of Huntingdon Road, Madingley Road and Histon Road. The area in which this guidance applies to is shown on figure 1.

The aim of this guidance is to achieve a rationalised and coordinated approach to all temporary retail and commercial advertisements for extension sites in order to avoid a proliferation of signage that could lead to visual clutter. As such, the design guide complements the approved 'Guidance Note for Marketing Signage for the Cambridge Fringe Sites', March 2012, which covers marketing guidance for the sale of housing development on the sites of major change in Cambridge. A copy of this is can be found in the appendix.

Whilst this guidance addresses the major sites that lie within the North West (NW) Quadrant of the city, it is envisaged that the design principles set out should be applied to other growth sites.

Developing a site wide signage strategy

Cambridge City Council and South Cambridgeshire District Council recognise the importance of temporary retail signage in helping to establish new local centres and associated uses within the early years of new communities.

However, there is a balance to be struck between marketing, visual amenity and the character of the area. An ad-hoc approach to advertisements on the Darwin Green and University Sites could result in a cluttered and confusing environment that could be visually harmful to the setting of the green belt and the North West gateway into the city.

It is therefore essential that the design of new signage across the North West quadrant sites takes a rationalised approach and is considered in a coordinated way.

Pre-application Advice

The Council encourages a site wide signage strategy for each site to be developed by the lead developer, which documents in one place the proposed approach to coordinate temporary retail advertisements for the whole site.

The strategy should follow the design principles set out in this guidance document and should be submitted prior to, or in association with any temporary retail advertisement application. It should include consideration of how the temporary retail signage will integrate with any existing permanent or temporary signage and wayfinding.

Applicants are encouraged to engage in pre-applications discussions to enable early consideration of all issues and ensure that when submitted, applications for signage are generally acceptable.



Figure 2: Successful temporary hoarding to retail at Eddington.

DESIGN PRINCIPLES

A site wide signage strategy should follow the design principles illustrated within figure 3 and set out below.

1. Signage hierarchy

Establishing a hierarchy of signage that consolidates content/information and branding is key to a site wide signage strategy. This can be achieved through consolidating different uses within a single temporary totem sign. Following this approach should reduce the need for canvas banners, which will not be acceptable. Off-site signage will be discouraged.

The acceptability of additional marketing signs for new homes will be considered on their own merits on the basis of the existing marketing guidance. However, lead developers for each site are encouraged to develop an overall family of sign types for the whole site which can accommodate both the temporary advertisement for retail and home marketing as well as directional information. The adjacent image (figure 3) illustrates how this could be achieved.

An appropriate temporary retail signage strategy could be as follows:

- **Totem sign at principal site entrances** - (refer to figure 3) These sign types provide an opportunity to consolidate advertisements and will act as the main marketing signs for temporary retail uses for the whole site. In order to limit visual intrusion, 1 totem sign is considered appropriate at the principal site entrances.

The totem should consolidate retail and commercial uses establishing within the new communities and could also include the advertisement of new homes (irrespective of house builder or phase). It

may also be appropriate to temporarily advertise other civic uses such as schools, libraries, etc and these services should therefore be included on the main sign for the site should the need arise.

Totem signs should be sited in order to minimise visual impact. Heights should not exceed 5m; widths should be proportional to the overall height to create a slender design. Non-standard designs are encouraged.

- **Site hoardings** - Construction site hoardings provide another way to further consolidate temporary retail signage across a site and should be considered as part of any site wide signage strategy. Hoardings that are integrated into a comprehensive design including good quality hard and soft landscape can significantly enhance the overall appearance of a scheme.
- **Mounted banners** - There may be instances and locations where these may be appropriate, the cumulative effect of mounted banners with other advertisements will be a key consideration.

2. Ensure flexible format & interchangeable panels

It is important that the format of the totem signs are designed to be flexible, so that individual panels can be replaced / added as future phases come forward or if a second development partner is brought into a scheme. Illuminated signs are not considered appropriate.

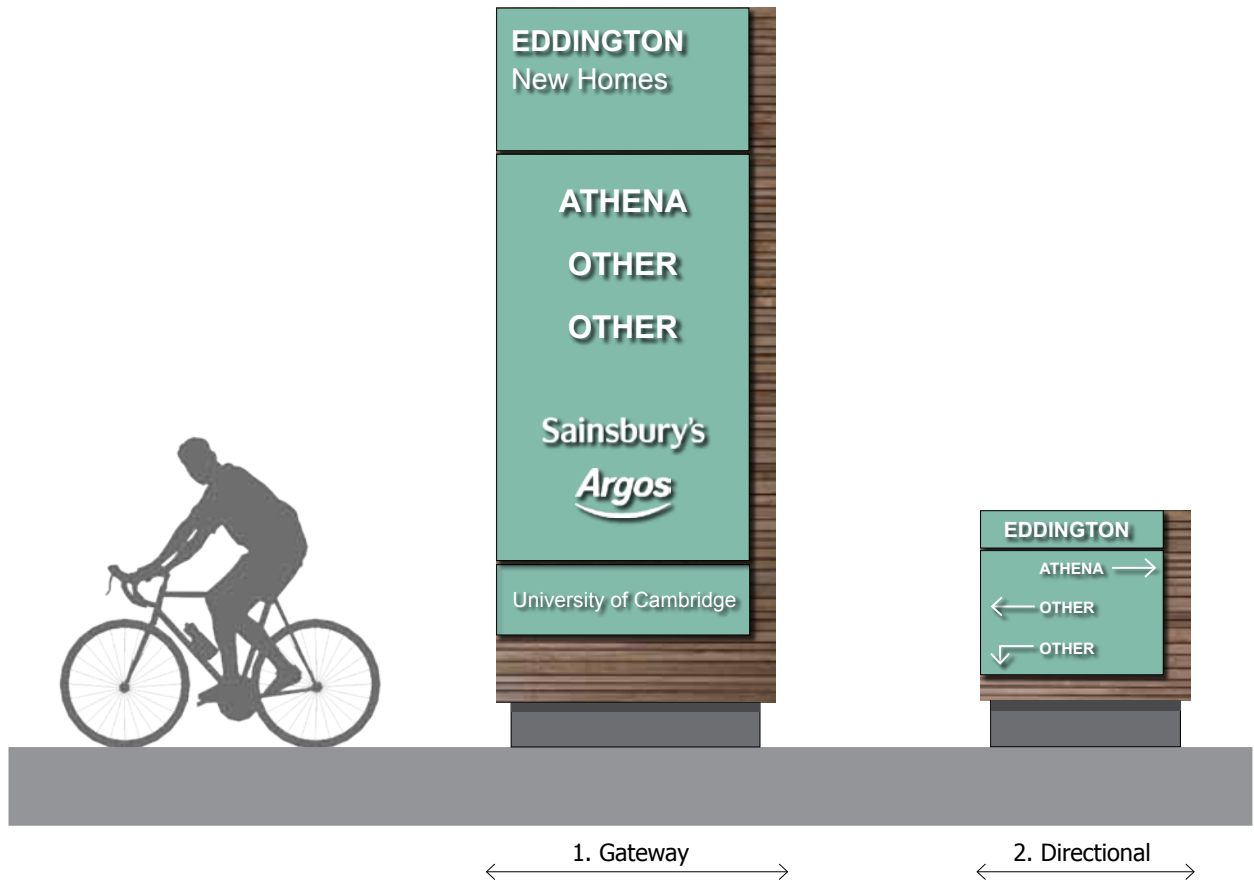


Figure 3: Illustrative temporary totem and secondary directional signage

3. Consistency of materials & colour

A consistent approach should be taken to the materials and colour of advertisement signs across a site, in particular the larger totems and directional signs.

RAL colours should be specified to ensure consistency. Given the proximity to the green belt for the NW sites, we consider a design approach that allows logos but with a standardised background colour, would sit more comfortably within the local environment.

4. Temporary permissions & time periods

All signage types outlined above will be governed by temporary permissions as the need for marketing of new homes and retail uses will fall away as new community establishes. Time periods for temporary permission are likely to range between 3-18 months, depending on the nature and purpose of the signage.

Appendix



South
Cambridgeshire
District Council



Joint Development Control Committee

Guidance Note for Marketing Signage for Cambridge Fringe Sites March 2012

Introduction

This informal guidance note relates to large development sites on the fringes of Cambridge (designated as 'Areas of Major Change' in Cambridge Local Plan 2006, policies 9/3, 9/5, 9/6, 9/7, 9/8 and as 'Major Development Sites' in South Cambridgeshire District Council's 'Local Development Framework' (2007 & 2010) under policies CSF/3 and SP/2).

These include the following:

- Southern Fringe: Trumpington Meadows, Clay Farm/ Showground, Glebe Farm and Addenbrooke's Hospital site
- Northwest Cambridge: NIAB site and University Site.

Developers and house builders seek to market the sale of housing and commercial development to be developed on lands in these areas through the use of advertising signage. Cambridge City Council and South Cambridgeshire District Council (the Councils) recognise the importance of marketing signage in delivering successful development. The relevant council will seek to ensure that such signage is both appropriate and proportionate to the locations in which they are sited. The Councils will require that such signage is developed in consideration of the guidance as set out herein. When assessing proposals for marketing signage, the relevant council will assess the proposal against the principles underlying the guidance of visual amenity and safety, which will be applied in all cases.

Advertisement applications need to be determined in accordance with The Town and Country Planning (Control of Advertisements) Regulations 2007. The Regulations state that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety. The standard time period of consent is 5 years for advertisement applications; consent for this time period should be given unless a shorter time period is appropriate taking into account the build out time for the development site. Developers should consider applying for a shorter time period if appropriate for the proposed build out for the particular part of the development where the advertisement will be located. It is acknowledged that the regulations also state that longer periods of time may be appropriate in certain circumstances but a longer time period would not normally be considered acceptable by the councils, given the short term nature of advertisements relating to new development.

PPG19 (Outdoor Advertisements control 1992) specifically requires that Local Planning Authorities should have regard to the impacts of advertisements on the visual amenity of the immediate area where they are displayed.

In all cases but especially prior to the first signage being erected, the relevant council will encourage applicants to engage in pre-application discussions to ensure that applications for signage, when submitted, are generally acceptable.

Guidance

1. Marketing Strategy

Prior to, or in association with, any advertisement application, a “Marketing Signage Strategy” should be submitted to the relevant council which sets out and supports the overall approach to marketing signage for the whole site to which the advertisements will apply. This strategy should include a rationale for the location, size and amount of all proposed signage, including directional signage to individual sites and sales suites, signage on hoardings around construction sites, etc. The applicant needs in particular to justify that the amount of such signage is appropriate to its location and is not detrimental to local visual amenity and that such signage is of a high quality. More creative or artistic signage will be encouraged in the right location and depending on the information being conveyed.

2. Locations

The Councils acknowledge that both the developer and house builders working on a single site may desire separate signage. Marketing signage promoting an entire development comprised of several phases will generally be limited to one sign for each principal site access point. Several signs marketing an entire development located at various positions before and after such access points or in other areas around a given site will generally not be supported, though smaller, individual house builder signs on specific parcels on a development site may be acceptable subject to size and location. This is in order to avoid a proliferation of signage for any one site or a cumulative proliferation of signage in one area advertising a number of sites. Signs should not be located on land or infrastructure within the control of the Highway Authority. Any signs on highway land will require separate permission from the Highway Authority and they may place any reasonable condition on any approval.

3. Content

The main site developer should provide a location for future house builders to site their name and logo on the main site marketing sign. This will ensure that an undue proliferation of similar sized signage is not developed for each house builder on large sites, which in turn could cause a detrimental impact on local visual amenity (something the regulations seek to control as noted earlier).

It is acknowledged that the hoardings on which advertisements will be positioned are permitted development. However, developers should consider the colour used on the hoardings and as background for any advertisements to ensure it is appropriate for the surroundings. The inclusion of information boards and viewing windows should be considered for hoardings. Although the Councils have no control over the content of the signage, consideration should be given to being imaginative in respect of the content, taking into account suggestions and views of local residents. In particular, a sensitive approach should be taken in relation to naming of developments, coordinating with developers to encourage discussions with the local community at an early stage.

Signage should not include messages or information that is not simple and clear and easily absorbed by the passing motorist, for example long web addresses, mobile phone numbers or 'Call now on...'

4. Other – Street name plates

Another longer-term consideration in respect of signage is street name plates. Recent experience on some sites in the Cambridge area has shown that street name plates have been installed a number of years following the first occupations. This is too late in order to assist with helping create community cohesion or assisting with way finding early on in the life of a development. In future, the councils will seek to ensure street name plates and name plates on apartment blocks are installed very early on in the occupation of a given development. Developers should take in to account local history and consult with Parish Councils and residents groups on street naming prior to the submission of street names. The early involvement of both the County Council as Highway Authority and the Post Office is important to the successful delivery of street name plates. A joint protocol for street naming and numbering between Cambridge City Council and South Cambridgeshire District Councils has been agreed separately and is attached as Appendix A.

This publication has been produced by:

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This document can be downloaded from www.cambridge.gov.uk