

<b>Application Number</b>	10/0171/ADV	<b>Agenda Item</b>	
<b>Date Received</b>	2nd March 2010	<b>Officer</b>	Miss Catherine Linford
<b>Target Date</b>	27th April 2010		
<b>Ward</b>	Cherry Hinton		
<b>Site</b>	23 High Street Cherry Hinton Cambridge Cambridgeshire CB1 9HX		
<b>Proposal</b>	Installation of 1 free-standing sign (non illuminated).		
<b>Applicant</b>	PO Box 232 51 Newmarket Road Cambridge CB5 8FF		

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## **1.0 SITE DESCRIPTION/AREA CONTEXT**

1.1 The subject property is currently occupied by the Cambridge Building Society and was originally one of a pair of semi-detached dwellings. The property is situated on the western side of Cherry Hinton High Street, on the junction with Mill End Close. The immediate area is predominantly residential in character with residential properties to the north, south and west, and open space across the street to the east.

## **2.0 THE PROPOSAL**

2.1 This application seeks advertisement consent for a freestanding sign in a v-formation, to be positioned in the front garden area of the property. The sign would consist of 2 signs each measuring 460mm x 1600mm, standing on metal posts. The signs would be white, powder coated aluminium panels with a sapphire blue corporate logo.

2.2 The application is accompanied by the following supporting information:

1. Photographs of other signage on Cherry Hinton High Street

2.3 This application is identical to that refused under delegated powers under ref 09/1127/ADV.

### 3.0 SITE HISTORY

Reference	Description	Outcome
09/1127/ADV	Installation of a freestanding sign in a v-formation on metal posts	REF

3.1 The decision notice for the previously refused application 09/1127/ADV is attached to this report as Appendix 1.

### 4.0 PUBLICITY

4.1 Advertisement:	No
Adjoining Owners:	Yes
Site Notice Displayed:	No
Public Meeting/Exhibition (meeting of):	No
DC Forum (meeting of):	No

### 5.0 POLICY

#### 5.1 Central Government Advice

5.2 **PPG19 Outdoor Advertisement Control (1992):** Explains that the main purpose of the advertisement control system is to help those involved in outdoor advertising to contribute positively to the appearance of an attractive environment in cities, towns and the countryside. The advice covers pre-application discussions, deemed consent, exemptions from detailed control and temporary as well as permanent advertisements. The role of guidance on design is explained as are criteria for dealing with advertisement applications.

#### 5.3 East of England Plan 2008

SS1 Achieving sustainable development  
ENV7 Quality in the built environment

## 5.4 Cambridge Local Plan 2006

3/1 Sustainable development  
3/4 Responding to context  
3/15 Shopfronts and signage

## 5.5 Material Considerations

**The Cambridge Shopfront Design Guide (1997)** – Guidance on new shopfronts.

## 6.0 CONSULTATIONS

### Cambridgeshire County Council (Engineering)

No Objection: No significant adverse effect upon the public highway should result from this proposal.

6.1 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 Councillor Newbold has requested that this application is determined by South Area Committee.

7.2 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 The Town and Country Planning (Control of Advertisements) Regulations 2007 states 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.

Amenity – Impact on the character of the building and the street scene

8.2 PPG19 specifically requires that Local Planning Authorities should have regard to the effects of advertisements on the

appearance of the building or the visual amenity of the immediate area where they are displayed. These requirements are also reflected in local policy. Policy 3/15 of the Local Plan states that signage shall contribute to the design and character of the building and its surroundings and complement the quality of the built environment.

- 8.3 The property is situated on the junction of Cherry Hinton High Street and Mill End Close. Both this section of the High Street and Mill End Close are almost exclusively residential in character, with the closest commercial properties situated some distance away along the High Street. The closest commercial properties are two public houses, which are situated 40-50m south of the subject property. The subject premises already has a fascia sign and in my view, the proposed sign situated in the front garden of the property, would be extremely intrusive in the street scene, to the detriment of the character of this residential area, and together with the existing advertisements constitute an excess of advertising material relative to the premises.
- 8.4 The applicant has submitted photographs showing other signage on Cherry Hinton High Street. The majority of these examples do not need advertisement consent, and even so these signs are situated on or adjacent to commercial premises that occupy buildings designed for that use. The application site is clearly a converted house and any signage proposed here should respect that and the surrounding residential area. I remain of the opinion that the proposed signs would be intrusive in the street scene and would be out of character with the building.
- 8.5 In my opinion, the proposed sign is unacceptable as it does not respect the character of the surrounding area and, therefore, fails to comply with policies 3/4 and 3/15 of the Cambridge Local Plan (2006), policy ENV7 of the EEP, the Cambridge City Council Shopfront Design Guide (1997), and government guidance in PPG19.

#### Public safety – Impact on highway safety

- 8.6 The Local Highway Authority has raised no objection to this application, and I am of the opinion that the proposed signs would not pose a danger to highway safety or that any other aspects of public safety would be prejudiced.

## **9.0 CONCLUSION**

- 9.1 In my opinion, due to its size, colour and location, the proposed sign would constitute a visually intrusive and unduly dominant form of advertisement, which would have a detrimental impact upon the visual amenity of the surrounding predominantly residential area. The application is therefore recommended for refusal.

## **10.0 RECOMMENDATION**

### **REFUSE for the following reason/s:**

1. The proposed freestanding sign because of its size, its colour, and its proposed location, would constitute a visually intrusive and unduly dominant form of advertisement, which would have a detrimental impact upon the visual amenity of the surrounding predominantly residential area. The proposed advertisement is therefore contrary to policy 3/15 of the Cambridge Local Plan (2006) and to advice provided by PPG19 Outdoor Advertisement Control.

## **LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**

Under Section 100D of the Local Government Act 1972, the following are “background papers” for each report on a planning application:

1. The planning application and plans;
2. Any explanatory or accompanying letter or document from the applicant;
3. Comments of Council departments on the application;
4. Comments or representations by third parties on the application as referred to in the report plus any additional comments received before the meeting at which the application is considered; unless (in each case) the document discloses “exempt or confidential information”
5. Any Structure Plan, Local Plan or Council Policy Document referred to in individual reports.

These papers may be inspected by contacting John Summers (Ext.7103) in the Planning Department.