

Application Number	14/0907/ADV	Agenda Item	
Date Received	7th July 2014	Officer	Miss Catherine Linford
Target Date	1st September 2014		
Ward	Market		
Site	Parkers Piece Parkside Cambridge Cambridgeshire		
Proposal	7x Fascia signs, 5x hoardings and 4 x banners		
Applicant	Mr Richard Elmer Units 35A/36 New Covent Garden Market London SW8 5EE		

SUMMARY	<p>The development accords with the Development Plan for the following reasons:</p> <ol style="list-style-type: none"> 1. The proposed signs would not have a detrimental visual impact; and 2. The proposed signs would not be detrimental to highway safety
RECOMMENDATION	APPROVAL

1.0 SITE DESCRIPTION/AREA CONTEXT

- 1.1 The proposed Ice Rink, associated attractions and ancillary amenities would be located on the southeastern sector of Parker’s Piece, close to the centre, adjacent to the Grade II listed Lamp Standard, known as ‘reality check point’.

- 1.2 Parker’s Piece is allocated as protected open space in the Cambridge Local Plan (2006) and is surrounded by a mix of uses which include hotels, restaurants and residential, as well as Parkside Pool, the Fire Station and the Police Station. The site falls within City of Cambridge Conservation Area No.1 (Central). Although no trees on Parkers Piece are covered by Tree Preservation Orders they are protected by Conservation Area legislation

2.0 THE PROPOSAL

2.1 Advertisement consent is sought for:

- Two triangular fascia signs on either end of the skate hire marquee
- Fascia sign wrapping around three sides of the box office
- Four fascia signs on the barriers of the ice rink
- Banners on each of the four entrances to Parkers Piece

2.2 Amended plans have been received:

- Altering the location of the proposals to the centre of Parkers Piece, where it has been located in previous years. Originally the proposals were to be situated in the eastern corner of Parkers Piece, and Environmental Health Officers raised concern about noise; and
- Replacing the proposed A boards with banners.

2.3 This application is not for a 'Major' development, but is brought to Committee as the consultation included property in both the East and West Central Areas of the City.

3.0 SITE HISTORY

Reference	Description	Outcome
07/0573/FUL	Installation and operation of 'Hiflyer' tethered balloon (to rise to 155.75 metres) with viewing platform, winch retrieval, ancillary cabling and access works (temporary period of 5 years operating 12 months of the year).	REF
07/1065/ADV	Banner advertisements and advertising boards.	A/C
07/1067/FUL	Temporary ice rink from November 2007 to January 2008 and from November 2008 to January 2009, to include viewing platform, and marquee structures for changing facilities and a café	A/C
09/0480/FUL	Erection of temporary ice rink including 2 marquees, a box office hut, christmas market, advertising, decorations and	A/C

09/0481/ADV	associated fairground rides. Erection of 5 hanging signs, 3 hoarding signs and 3 other signs (all signs non illuminated) to temporary ice rink.	A/C
10/0590/FUL	Temporary ice rink including 2 marquees, box office hut, advertising, decorations and associated fairground rides.	A/C

4.0 PUBLICITY

4.1	Advertisement:	Yes
	Adjoining Owners:	Yes
	Site Notice Displayed:	Yes

5.0 POLICY

5.1 See Appendix 1 for full details of Central Government Guidance, Cambridge Local Plan 2006 policies, Supplementary Planning Documents and Material Considerations.

5.2 Relevant Development Plan policies

PLAN		POLICY NUMBER
Cambridge Plan 2006	Local	3/1 3/4 3/15 4/11

5.3 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 Circular 11/95
Material Considerations	<u>Area Guidelines</u> Cambridge Historic Core Conservation Area Appraisal (2006) Parkers Piece Conservation Plan (2001)

5.4 Status of Proposed Submission – Cambridge Local Plan

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 Cambridge, therefore, the emerging revised Local Plan as published for consultation on 19 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:

Policy 73: Community, sports and leisure facilities

6.0 CONSULTATIONS

Cambridgeshire County Council (Highways Development Management)

- 6.1 The location of the A-boards is unclear. These must be positioned on areas that do not constitute public rights of way.

Urban Design and Conservation team

- 6.2 There are no Conservation policy issues with this application.
- 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 No representations have been received.

8.0 ASSESSMENT

- 8.1 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.
- 8.2 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 – Impact on the character of the building and the street scene

- 8.3 The proposed signs would be associated with the proposed ice rink, fairground, Christmas market and food concessions. In my opinion, the proposed signs would not have a detrimental impact on the Conservation Area as they are of a temporary nature and would be removed once the event closes.
- 8.4 In my opinion, the proposed signs comply with policies 3/4, 3/15, and 4/11 of the Cambridge Local Plan (2006, the Cambridge City Council Shopfront Design Guide (1997), and government guidance in the NPPF.

Public safety – Impact on highway safety

- 8.5 I am of the opinion that the proposed signs would not pose a danger to highway safety. The Highway Authority officer shares this view.

9.0 CONCLUSION

- 9.1 As the proposed signs would be temporary and associated with an event it is my opinion that they would not have a detrimental impact on the character or appearance of the Conservation Area. The application is therefore recommended for approval.

10.0 RECOMMENDATION

APPROVE subject to the following conditions:

1. The advertisements hereby permitted are for a temporary period and shall only be erected or installed on site between 01 November in one year and 31 January in the following year, in the years 2014-2015, 2015-2016 and 2016-2017 and at no other time. Before the end of each period, the development and all ancillary equipment, materials and services shall have been removed from the site. At the end of the respective periods, all of the advertisements shall be removed in full from the site unless otherwise agreed in writing by the Local Planning Authority.

Reason: The ice rink and ancillary development are acceptable only for a limited time in each 12 month period because their retention for a longer period would erode the wider potential for recreational use of the land at other times of the year. The limitation to a 3 year period is to allow the Local Planning Authority the ability to gauge fully the potential impact of the use on the site and whether the use is sustainable without long term harm to what is a very important open space in the City. (Cambridge Local Plan policies 3/4, 3/7, 3/11, 4/2, 4/11, 4/13 and 6/4)

2. The development hereby permitted shall be carried out in accordance with the approved plans as listed on this decision notice.

Reason: In the interests of good planning, for the avoidance of doubt and to facilitate any future application to the Local Planning Authority under Section 73 of the Town and Country Planning Act 1990.