1.0 SITE DESCRIPTION/AREA CONTEXT

1.1 The site measures approximately 1.83 hectares and, following site clearance, is currently the subject of groundworks for the development approved under two planning applications 09/0179/FUL and 09/0181/FUL. The rear site adjacent to Midsummer Common (09/0179/FUL) was formerly the Cambridge Regional College Brunswick campus, whilst the front site (09/0181/FUL) is the area of land formerly occupied by Brunswick House and its extensions (61-69 Newmarket Road). The former Brunswick House site allows vehicular access to the site from Newmarket Road. The development approved on the rear former college site includes the erection of 168 residential units, 251 student rooms (in lieu of affordable housing), new vehicular and pedestrian access, public open space (including public thoroughfare through the site) and associated works. The development approved on the frontage site comprises the erection of 37 residential units, cafe, new vehicular and pedestrian access, and associated works.
1.2 The site falls entirely within the Central Conservation Area (No. 1) and is included within the Air Quality Management Area. Midsummer Common is situated to the north of the site, and is designated as a City and County Wildlife Site. It is also designated as Protected Open Space. Beyond the Common flows the River Cam, beyond which is a small block of flatted residential units known as the Eights Marina. Other forms of built development also accommodated on the opposite side of the river include several University of Cambridge College boathouses.

1.3 The site sits, in the main, to the rear of the established frontage development along Newmarket Road. The frontage development comprises offices, The Bird in Hand public house, and a visually prominent red and yellow coloured tyre depot (National Tyres). These buildings differ in their form and scale, extending to three and four commercial storeys.

1.4 Elizabeth Way Bridge, which links Elizabeth Way with Newmarket Road and East Road, is located to the east, on a raised level which is in part above that of the application site. Walnut Tree Avenue runs underneath the bridge and partly runs along the eastern boundary of the site, and eventually links with Riverside to the east. Traditional Victorian residential terraced development is accommodated on the opposite side of the bridge, further to the east (Abbey Road).

1.5 Evening Court, a small cul-de-sac of eleven residential properties of three and a half storeys is located to the west of the site, beyond which lies an area of allotment land, the Auckland Road allotments. These allotments are also Protected Open Space.

1.6 Prior to the commencement of the groundworks for the approved development, the site was generally flat and will return to this state once development is complete. Towards the northern boundary of the site, however, there is a significant drop of approximately five metres as the land falls towards the Common.

1.7 Vehicular access into the site is provided off Newmarket Road. A two-way access, sited in between the tyre depot and adjacent office building serves the site, and is located within very close proximity of the Elizabeth Way roundabout.
2.0 THE PROPOSAL

2.1 This application seeks advertisement consent for advertising hoardings encompassing the perimeter of the site and 6 x freestanding stackboards situated at intervals around the site’s perimeter.

2.2 The hoardings proposed are 2.4 metres in height and would replace the existing security hoardings surrounding the site of approximately the same height. Each component panel of the proposed hoardings is 7.32 metres in length and would be used to create continuous hoardings on each side of the site. This report will consider the appropriateness of each area of hoarding as follows:

- Section 1 runs from the northern corner of the National Tyres depot along Walnut Tree Avenue to the edge of Midsummer Common.

  Section 2 runs along the site boundary with Midsummer Common.

- Section 3 runs from the north-western edge of the site adjacent to Midsummer Common along the edge of the Auckland Road allotments up to the back of Evening Court.

  Section 4 runs from the front of Evening Court to the south-western corner of the site adjacent to Newmarket Road.

  Section 5 runs from the south-western corner of the site at the junction of Evening Court and Newmarket Road and runs along the site’s frontage up to The Bird in Hand Public House.

2.4 The seven different hoarding designs are as follows:

- Hoarding 1 reads “Cambridge Riverside, Midsummer Common” in white lettering on a dark blue background with the words “Refined, Inspired, Contemporary, Classical” written in blue text as part of the background to the main white text.

- Hoarding 2 reads “01223 656010 www.cambridgeriverside.co.uk” in white text on a dark blue
background.

- Hoarding 3 reads “Berkeley Designed for life” in white text and also includes logos for the Queen’s Awards for Enterprise, What House? Awards 2009 and Savills. All imagery is shown on a dark blue background.

- Hoarding 4 reads “Coming Soon, Register your interest now” in white text on a dark blue background.

- Hoarding 5 reads “Cambridge Riverside, Midsummer Common” in white lettering on a dark blue background with the words “Excellence, Visionary, Contemporary, Style” written in blue text as part of the background to the main white text.

- Hoarding 6 shows an image of a woman sitting next to a bicycle near the riverbank. There is a punt shown in the background of the picture. The image is predominantly blue and green in colour.

- Hoarding 7 shows a computer generated image of the approved development as viewed from the opposite riverbank. The foreground of the picture shows the river and is framed by a number of trees.

2.5 The six dark blue stackboards are proposed to be 4 metres wide x 2 metres high. The posts upon which the stackboards would be mounted are 2.6 metres in height to the lowest point of the stackboard. The stackboards at their highest point, once mounted, would therefore be 4.6 metres in height. Each stackboard would read “Cambridge Riverside; Midsummer Common; Coming Soon; Register your interest now; 01223 656010” In the lower left hand corner of the stackboard, Savills’ logo appears, whilst Berkeley Homes’ logo appears on the lower right hand corner.

2.6 The applicants seek consent for the aforementioned advertisement hoardings and stackboards for a period of just under five years, until 01/09/2015.

2.7 This application has been called it to Planning Committee at Member request due to the level of interest in the application given its potential impact on Protected Open Space.
## 3.0 SITE HISTORY

<table>
<thead>
<tr>
<th>Reference</th>
<th>Description</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>C/68/0030</td>
<td>Alterations to existing school buildings to provide internal sanitation</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/72/0443</td>
<td>The erection of a four-storey office block.</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/73/0294</td>
<td>Demolition of Grade II building</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/75/0578</td>
<td>The erection of office block (30,540 sq.ft.) ground floor area.</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/81/0037</td>
<td>Erection of building to form College of Further Education</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/81/0803</td>
<td>Erection and retention of mobile classrooms</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/82/0423</td>
<td>Erection of 10 No. mobile classrooms</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/83/0580</td>
<td>Erection of 2 No. timber storage sheds</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/83/0743</td>
<td>Retention of 10 No. mobile classrooms</td>
<td>Withdrawn</td>
</tr>
<tr>
<td>C/84/1102</td>
<td>Erection and retention of mobile classrooms</td>
<td>Not known</td>
</tr>
<tr>
<td>C/85/1223</td>
<td>Retention of 2 No. timber storage sheds</td>
<td>Not known</td>
</tr>
<tr>
<td>C/87/0080</td>
<td>Retention of 2 No. Timber Storage Sheds</td>
<td>Not known</td>
</tr>
<tr>
<td>C/87/0886</td>
<td>Refurbishment and conversion of existing building to offices, erection of two storey office extension (1413 sq metres) and provision of associated car parking.</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>C/87/0887</td>
<td>Part demolition, refurbishment and conversion of existing listed building to offices, erection of two storey office extension and provision of associated car parking.</td>
<td>Approved with conditions</td>
</tr>
<tr>
<td>Reference</td>
<td>Description</td>
<td></td>
</tr>
<tr>
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</tr>
<tr>
<td>C/88/0189</td>
<td>Demolition and rebuilding of existing listed building (amended by letter dated 18/07/88). Approved with conditions.</td>
<td></td>
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<tr>
<td>C/88/0361</td>
<td>Erection of single storey extensions to existing college building. Approved with conditions.</td>
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<tr>
<td>C/88/0406</td>
<td>Retention of Mobile Classrooms. Approved with conditions.</td>
<td></td>
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<tr>
<td>C/88/3743</td>
<td>Erection of to Let board for temporary period of twelve months. Approved with conditions.</td>
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<tr>
<td>C/90/0022</td>
<td>Retention of use of a mobile unit for educational purposes. Approved with conditions.</td>
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<tr>
<td>C/90/0074</td>
<td>Retention of 3 mobile classrooms. Approved with conditions.</td>
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<tr>
<td>C/90/0285</td>
<td>Provision of Porch at main College Entrance and Formation of Internal Gallery. Approved with conditions.</td>
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<tr>
<td>C/90/0544</td>
<td>Retention of 3 mobile classrooms and erection of 1 mobile classroom. Approved with conditions.</td>
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<tr>
<td>C/91/0540</td>
<td>Renewal of temporary consent for 10 No. portakabins. Not known.</td>
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<tr>
<td>C/91/0959</td>
<td>Removal of condition 05 on planning permission C/0886/87 re occupation as four separate suites. Approved with conditions.</td>
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<tr>
<td>C/94/0432</td>
<td>Retention of existing mobile units for educational purposes (11 no. classrooms, 2 No. sheds and 2 No. containers as shown on plans submitted 22.8.94). Approved with conditions.</td>
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</tr>
<tr>
<td>C/01/1269</td>
<td>Retention of existing temporary nursery block for a further period of one year. Approved with conditions.</td>
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</tr>
<tr>
<td>08/0871/FUL</td>
<td>Erection of 195 dwellings and 253 student rooms (to be provided in lieu of affordable housing), community cafe (up to 130 sq.m), new public square and associated works and following the demolition of all buildings and structures on site in order to facilitate Application Withdrawn.</td>
<td></td>
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</table>
comprehensive redevelopment.

08/0921/CAC Demolition of all buildings, walls and structures on site to facilitate redevelopment of site. Application Withdrawn

09/0179/FUL Erection 168 residential units, 251 student rooms (in lieu of affordable housing), new vehicular and pedestrian access, public open space (including public thoroughfare through the site) and associated works Approved with conditions

09/0180/CAC Conservation area consent for demolition of all buildings, walls and structures of the Cambridge Regional College Brunswick site and land adjacent. Approved with conditions

09/0181/FUL Erection of 37 residents units, cafe, new vehicular and pedestrian access, and associated works. Approved with conditions

09/0182/CAC Conservation Area Consent for Approved demolition of all buildings, walls and structures on the Brunswick House site (including Brunswick House itself) Approved with conditions

09/0183/LBC Demolition of Grade II Listed Brunswick House including all listed walls and associated listed structures. Decision Received from the Secretary of State to de-list Brunswick House (dated 15th June 2009) Application withdrawn.

4.0 PUBLICITY

4.1 Advertisement: No Adjoining Owners: Yes Site Notices Displayed: No Public Exhibition: No DC Forum: No
5.0 POLICY

Central Government Guidance

5.1 PPS1 Delivering Sustainable Development (2005): Paragraphs 7 and 8 state that national policies and regional and local development plans (regional spatial strategies and local development frameworks) provide the framework for planning for sustainable development and for development to be managed effectively. This plan-led system, and the certainty and predictability it aims to provide, is central to planning and plays the key role in integrating sustainable development objectives. Where the development plan contains relevant policies, applications for planning permission should be determined in line with the plan, unless material considerations indicate otherwise.

5.2 Planning Policy Statement 5: Planning for the Historic Environment (2010): sets out the Government’s planning policies on the conservation of the historic environment. Those parts of the historic environment that have significance because of their historic, archaeological, architectural or artistic interest are called heritage assets. The statement covers heritage assets that are designated including Site, Scheduled Monuments, Listed Buildings, Registered Parks and Gardens and Conservation Areas and those that are not designated but which are of heritage interest and are thus a material planning consideration. The policy guidance includes an overarching policy relating to heritage assets and climate change and also sets out plan-making policies and development management policies. The plan-making policies relate to maintaining an evidence base for plan making, setting out a positive, proactive strategy for the conservation and enjoyment of the historic environment, Article 4 directions to restrict permitted development and monitoring. The development management policies address information requirements for applications for consent affecting heritage assets, policy principles guiding determination of applications, including that previously identified heritage assets should be identified at the preapplication stage, the presumption in favour of the conservation of designated heritage assets, effect on the setting of a heritage asset, enabling development and recording of information.
5.3 Planning Policy Guidance Note 19: Outdoor Advertisement Control (1992): states that all advertisements affect the appearance of the building, structure or place where they are displayed. The main purpose of the advertisement control system is to help everyone involved in the display of outdoor advertising to contribute positively to the appearance of an attractive and cared-for environment in cities, towns and the countryside. Local planning authorities can control advertisements, when it is justified, in the interests of amenity and public safety.

5.4 Cambridge Local Plan 2006

3/4 Responding to context
4/2 Protection of Open Space
4/11 Conservation areas

Material Considerations

6.0 CONSULTATIONS

Cambridgeshire County Council (Engineering)

6.1 The Highway Authority feel that the proposal should have no significant impact on the public highway, should it gain the benefit of planning permission, subject to the incorporation of the condition requested below into any permission that the Planning Authority is minded to grant in regard to this application:

“No part of any structure shall overhang or encroach under or upon the public highway and no gate/door/ground floor window shall open outwards over the public highway.

Reason: In the interests of highway safety.”

Cambridge City Council Conservation Team

6.2 It is valid for the hoardings to display information about what is to be built behind them, who is developing the site and how to find out more, and maybe impressions of what the finished development is to look like. However, extraneous material like photos of the river seems pointless and the visual intrusion of advertising is also of concern. There is no need for garishness or loud advertising and the quantity of text/illustrations shown on the drawings seems wholly inappropriate. The degree of repetition is
not required for pedestrians/cyclists who are passing relatively slowly on Midsummer Common, appears very intrusive on the Newmarket Road hoarding and is needless on Walnut Tree Avenue. The proposed stackboards are also not required and add nothing but excessive height and pointless visual intrusion.

The application should be refused in its current form but a revised scheme displaying useful information (as above), much reduced textual quantity, no stackboards and minimal repetition might be acceptable.

Cambridge City Council Streets and Open Spaces

6.3 The Council’s Green Spaces Manager was consulted on the proposals given the proximity of the proposed signage to the adjacent Auckland Road allotments and Midsummer Common. No response was received.

7.0 REPRESENTATIONS

7.1 The owners/occupiers of the following addresses have made representations:
   12 The Eights Marina, Mariners Way
   17 Christchurch Street
   7 Evening Court
   22 Manhattan Drive

Residents' Associations
   Friends of Midsummer Common (FoMC)
   Brunswick and North Kite Residents' Association (BruNK)

7.2 The representations can be summarised as follows:
   ▪ The hoardings will become a dominant feature in the landscape in terms of size and appearance (including text, pictures and colours), affecting views from the river and across Midsummer Common. The approved housing is being built on high ground and will in any case be fairly dominant.
   ▪ The hoardings could affect the condition of the mature hedgerow that faces Midsummer Common in front of the completed development, causing adverse environmental impact and further eroding the landscape.
The present arrangement on the frontage facing Midsummer Common, where the hoarding is behind the hedgerow, should be retained, and the stackboards as shown in the application should suffice for advertising purposes. Concern was expressed that the Council has agreed to the removal of the boundary wall and hedge contrary to Conditions 14 and 22 of the planning decision for the main development.

The application for hoardings to be in place for five years is an overly long period of time. If the application is granted, the Council should consider reducing the period permitted to one which ends when the first residents begin to move in. Five years is not considered to be temporary.

The hoardings facing onto the Common and the allotments should be painted a dull green or grey in order to minimise their impact, rather than have advertising or corporate colours.

The Council’s Management Plan for Midsummer Common emphasises the importance of preserving sight lines across the Common.

The stackboards on top of the hoardings are overly large, with four overlooking the Common. The need to advertise the forthcoming development is accepted, but it is ridiculous to suppose that the developers would depend for sales from casual passers-by on the Common. Many more people would suffer the unwelcome sight of advertising in a green space.

Concerns regarding the level of public consultation for this application.

There are major discrepancies between the description of the dimensions of the stackboards in the matrix of dimensions document and an individual document, which solely sets out stackboard dimensions. The former states that the stackboard is 4 metres above the 2.6 metre fence, whereas the latter says it is only 2 metres above the same fence.

The hoarding would negatively impact on Evening Court. Such advertising would attract an increased, unwanted weight of traffic down Evening Court, resulting in further loss
of privacy and safety and additional noise, dirt and disturbance.

- The proposed stackboard on the corner of Evening Court and Newmarket Road and adjacent to a pedestrian crossing is totally inappropriate and unsafe in terms of causing confusion and distraction to drivers and other road users.

- There was the suggestion that the developer uses A4 size sheets attached to lampposts etc to advertise the development rather than hoardings.

- The local allotment holders should not be subject to hoardings alongside the allotment area as the hoardings are not relevant to them.

- 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.

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 public safety and amenity.

Public safety – Impact on highway safety

8.2 I am of the opinion that the proposed hoardings and stackboards would not pose a danger to highway safety. This view is confirmed by the Highways Authority’s consultation response. The Highways Authority has confirmed that the proposal should have no significant impact on the safety of the public highway, subject to the incorporation of the condition to ensure that no part of the advertising structure overhangs or encroaches under or upon the public highway.

Amenity – Impact on the character of the area

8.3 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 3/4 Responding to Context states that development should respond to its context and use the characteristics of the locality to inform the siting, massing, design and materials of the proposed development. Policy 4/2 Protection of Open Space requires that development is not harmful to the character of open space of environmental and/or recreational importance. Midsummer Common and Auckland Road allotments are considered to be of both environmental and recreational importance. Policy 4/11 Conservation Areas requires development to contribute positively to the character and appearance of the area.

8.4 Given the extensive nature of the advertising hoardings and stackboards proposed, the change in levels across the site and the range of land uses surrounding the site, each component will be considered in order in terms of its impact on the amenity of the surrounding area and its compliance with the aforementioned policy guidance.

Proposed Hoardings

8.5 Section 1 of the proposed hoardings runs from the northern corner of the National Tyres depot along Walnut Tree Avenue to the edge of Midsummer Common (Plans E1 and E5). This section of 17 hoarding panels would be visible on the descent from the corner of Newmarket Road and the Elizabeth Way Bridge and then runs down to the bottom of Walnut Tree Avenue. This area of hoardings would be most visible to pedestrians and cyclists who use the route down from the corner of Newmarket Road to access routes adjacent to the river and does not appear to be particularly usefully located in terms of footfall. Despite its location adjacent to the Elizabeth Way Bridge, the hoardings would only be visible to a limited extent due to the change in levels and the height of the bridge. The images to be used on the hoardings include 6 out of 7 of the hoarding designs previously discussed in Part 2.0 of this report. Given the non-residential nature of the area directly adjacent to this part of the site and the distance between and height of the proposed hoardings relative to the housing on the eastern side of Elizabeth Way Bridge, it is considered that a shortened area of the advertising hoardings originally proposed would not impact detrimentally on residential amenity. Furthermore, in terms of the impact of this section of hoardings upon the nature of the Conservation Area and upon Midsummer
Common, these hoardings would not impact on long views across the Conservation Area or the Common. It is considered that use of 6 No. of the 17 hoarding panels originally proposed would be more suitable for use in this location. As such, it is concluded that the first 6 No. hoarding panels leading from the National Tyre Depot towards Midsummer Common along Walnut Tree Avenue are acceptable, but the 11 further panels running up to the end of Midsummer Common represent an excess of advertising and are not necessary in this location.

8.6 Section 2 runs along the site boundary with Midsummer Common (Plans E2 and E6). Eighteen separate hoardings of 7.32 metres in length and 2.4 metres in height are proposed to run continuously along the frontage of the site facing onto Midsummer Common. These hoardings are shown on plan as being situated on the slope of the site directly behind the existing hedge. This means that the hoardings would be more prominent than some of other hoardings proposed. The extensive run of predominantly dark blue hoarding panels would be highly visible in long views of the site from Midsummer Common and across the river. It is considered therefore that this section of the proposed advertising hoardings represents an inappropriate and overly dominant incursion into an important open space adjacent to the river. In terms of the impact on residential amenity, it would also represent an unwelcome presence facing the Eights Marina.

8.7 Section 3 runs from the north-western edge of the site adjacent to Midsummer Common along the eastern edge of the Auckland Road allotments up to the back of Evening Court (Plans E3 and E7). Eight and half hoarding panels are proposed to run between the corner of Midsummer Common and the end of the gardens at Evening Court. All of the hoarding designs are proposed for use on this segment of the hoarding panels. These hoardings on the western boundary of the site run adjacent to green space, with the siting of the fenced Auckland Road allotments on the rise above Midsummer Common. Hoardings in this location represent an important part of ensuring site safety, given the extensive groundworks on the CRC Brunswick site. Block D1, which is approved for construction adjacent to the allotments will be constructed in the later stages of the overall development. However, the allotments are Protected Open Space and it is considered that such an expanse of advertising would impact on the amenity of the residents of Evening Court, the wider open space and the Conservation Area. As such, these hoardings are
not considered appropriate.

8.8 Section 4 runs from the front of Evening Court to the south-western corner of the site adjacent to Newmarket Road (Plans E4 and E8). Six and half panels are proposed to run along this segment of hoardings. All but one of the proposed hoarding designs are proposed for use in this location. The image of a woman sitting on the grass with the river in the background is not used in this location. Residents of Evening Court have raised concerns that the hoardings would negatively impact on their living conditions. The residents of Evening Court are fully aware of the forthcoming development and would not be likely to find the advertising beneficial as it could give the impression that Evening Court was one of the accesses to the site. This could give rise to increased, unwanted traffic down Evening Court, resulting in further disturbance to residents. As such, it is considered that the level of advertising proposed in this location would be inappropriate and unnecessarily extensive.

8.9 Section 5 runs from the south-western corner of the site at the junction of Evening Court and Newmarket Road and runs along the site’s frontage up to The Bird in Hand Public House (Plans E4 and E8). This segment of hoarding is 5 and half panels in length. As one of the most prominent locations on site for advertising the forthcoming development, the portion of hoardings adjacent to Newmarket Road represents a significant advertising opportunity for the developers. Although objectors have raised concerns regarding highway safety, the Highways Authority is satisfied that the scheme is not detrimental to the safe and free flow of traffic. The nature of this area of Newmarket Road is mixed, with a range of buildings of differing architectural quality and uses. Given the busy and more commercial nature of this area, it is considered that the advertising would be of an appropriate scale in this location. Furthermore, it should be noted that Block E, which is to be located fronting onto Newmarket Road, will be the first building completed on site. Hoardings would be likely to be removed in this location at an early stage relative to the remainder of the development.
Proposed Stackboards

8.10 The proposed advertising scheme includes six stackboards located on posts behind the hoarding panels. The overall height of the 4 metre wide by 2 metre high stackboards on their posts would be 4.6 metres above ground level. The stackboards themselves contain limited wording advising viewers of the name of the site, including the name of the developer and estate agent and their contact details. However, in some instances, the location of the stackboards is considered inappropriate.

8.11 In terms of stackboards 1, 2 and 3, these are located at intervals along Walnut Tree Avenue facing Elizabeth Way. As with the hoardings in this location, the stackboards are not considered to impact detrimentally on either the amenity of the wider area or upon highway safety.

8.12 In the case of stackboards 4 and 5 as indicated on Plan H1, the stackboards face Midsummer Common from the central point of the site and from the north-western corner of the site respectively. These two stackboards are considered to represent an unwelcome intrusion in the setting of the open space and would impact on the amenity of users of the Common and residents of Evening Court, the Eights Marina and Auckland Road, given their height relative to the rest of the advertising. These two components of the overall scheme are not considered acceptable.

8.13 Stackboard 6 is located on the corner of Evening Court and Newmarket Road. It is located in excess of 40 metres from the end house at No 9 Evening Court and is blocked from the view of a number of Evening Court’s residential units by virtue of the location of the nearby office building. Those residential units at 6 to 9 Evening Court would have an oblique view of the stackboard. As is the case with the hoardings on Newmarket Road, the stackboard is not expected to remain in situ for a considerable period of time due to the expected completion of Block E as a early phase of the development. Given that the stackboard is located adjacent to a busy thoroughfare and does not impact on residential amenity, this stackboard is considered appropriate.

Third Party Representations

8.14 Concerns were raised regarding the dominance of the hoardings and stackboards in the wider landscape, the allotments and the
impact on the mature hedge. These concerns are recognised and it is considered that the advertising hoardings and stackboards fronting onto Midsummer Common and Auckland Road allotments should be refused given their likely impact on amenity. Concern was expressed that the Council has agreed to the removal of the boundary wall and hedge contrary to the planning decision for the main development. The Council has not agreed to this approach. If any changes to this area prove necessary as a result of the routing of utilities for the development, the Council will require the reinstatement of the low boundary walls, railings and hedgerow to replicate the existing situation.

8.15 The application for hoardings to be in place for five years is considered to represent an overly long period of time. This development is likely to be underway on the site for a number of years. As such, the five year period requested is not unrealistic. However, in recognition of the concerns raised and the incremental nature of the development, any permission granted for advertising should be conditioned to require removal of the advertising once the adjacent phase of development is complete.

8.16 Concerns were raised regarding discrepancies between the description of the dimensions of the stackboards in the matrix of dimensions document and an individual document which solely sets out stackboard dimensions. The application contains a number of plans, which, due to the complexity of the change in land levels on the site and the representation of this by the applicants, has led to confusion over the height of the hoardings and the proposed advertising. It has been confirmed that the size of the hoardings and stackboards as indicated on the application form and accompanying plans is accurate.

8.17 Residents of Evening Court expressed disquiet regarding the impact of the hoardings upon Evening Court and the impact of hoardings and stackboards on highway safety. These issues have been discussed in earlier paragraphs of this report.
8.18 The appropriateness of A4 advertising attached to lampposts in the locality is questionable as this could be considered to represent fly-posting.

8.19 Concerns were raised regarding the level of public consultation for this application. Following an initial three week consultation period with surrounding occupiers, further consultation was undertaken to include Friends of Midsummer Common, Brunswick and North Kite Residents’ Association and Cambridge City Council’s Streets and Open Spaces section.

9.0 CONCLUSION

9.1 Despite the large size of the application site, the scale of the advertising hoardings and stackboards proposed is considered inappropriate for the location of the site adjacent to a number of residential units and two protected open spaces within the Central Conservation Area in the heart of Cambridge.

9.2 The advertising therefore recommended for approval constitutes:

- 6 no. Hoarding panels positioned abutting one another on the eastern boundary of the site, commencing directly adjacent to the National Tyre depot leading down Walnut Tree Avenue towards Midsummer Common. This section of hoarding would be approximately 44 metres in length and is shown on Plan E5;
- 5.5 no. Hoarding panels positioned on the Newmarket Road frontage between the south-west corner of the site adjacent to Evening Court and The Bird in Hand Public House as shown on Plan E8;
- Stackboards 1, 2, 3 and 6 positioned as indicated on Plan H1, to the heights indicated on Plans E5 and E8, with the board and font dimensions as shown on Plans E9 and E10.

9.3 The remainder of the advertising proposed is recommended for refusal due to its impact on amenity in the locality.
10.0 RECOMMENDATION

PART REFUSE, PART APPROVE

Refuse consent for the following hoardings and stackboards for the following reasons:

1. The proposed 11 hoarding panels which run along the site’s eastern boundary along Walnut Tree Avenue from Midsummer Common up to a point approximately 44 metres from the National Tyre depot; the proposed 18 hoarding panels which run along the northern boundary of the site adjacent with Midsummer Common and the proposed 8.5 hoarding panels which run along the western boundary of the site adjacent to Auckland Road allotments are considered unacceptable because their extensive length, scale and positioning would be unreasonably intrusive in the local townscape and landscape and would therefore have a detrimental impact upon the character and appearance of the locality, in particular Midsummer Common and the Auckland Road allotments, and would not preserve or enhance the Central Conservation Area. For these reasons, these advertisements would be in conflict with policies 3/4, 4/2 and 4/11 of the Cambridge Local Plan 2006, and with PPS5 Planning for the Historic Environment and PPG19 Outdoor Advertisement Control.

2. The proposed positioning of stackboards 4 and 5 adjacent to Midsummer Common is unacceptable because their size, scale and position would make the signs unreasonably intrusive in the local townscape and landscape and would therefore have a detrimental effect on the character and appearance of Midsummer Common and the Conservation Area within which the site is situated. For these reasons, these advertisements would be in conflict with policies 3/4, 4/2 and 4/11 of the Cambridge Local Plan 2006, and with PPS5 Planning for the Historic Environment and PPG19 Outdoor Advertisement Control.

Approve Consent for 6 Hoarding panels positioned abutting one another on the eastern boundary of the site, commencing directly adjacent to the National Tyre depot leading down Walnut Tree Avenue towards Midsummer Common approximately 44 metres in length as shown on Plan E5; 5.5 Hoarding panels positioned on the Newmarket Road frontage between the south-west corner of the
site adjacent to Evening Court and The Bird in Hand Public House as shown on Plan E8; stackboards 1, 2, 3 and 6 as indicated on Plans H1, E5, E8, E9 and E10 subject to the following conditions:

1. The erection of advertisements hereby permitted shall be begun before the expiration of one year from the date of this permission.

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

2. The advertisement hoarding panels and stackboards, the subject of this express consent, shall be removed three years from the date of permission or within three months of the final completion of the development, whichever is the sooner.

   Reason: In accordance with Regulation 13 of the Town and County Planning (Control of Advertisements) Regulations 1992 (as amended).

3. No part of the advertising hoarding or stackboard structure shall overhang or encroach under or upon the public highway.

   Reason: In the interests of highway safety.

Reasons for Approval

1. This development has been partially approved, conditionally, because subject to those requirements it is considered to generally conform to the Development Plan, particularly the following policies:


2. The decision has been made having had regard to all other material planning considerations, none of which was considered to have been of such significance as to justify doing other than grant planning permission.

These reasons for approval can be a summary of the reasons for grant of planning permission only. For further details on the decision please see the officer report online at
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.
10/0652/ADV
Cambridge Regional College Former Brunswick Site Newmarket Road Cambridge