

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 8th January 2018 **Officer** Adam Bridgman

Target Date 25th 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: 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

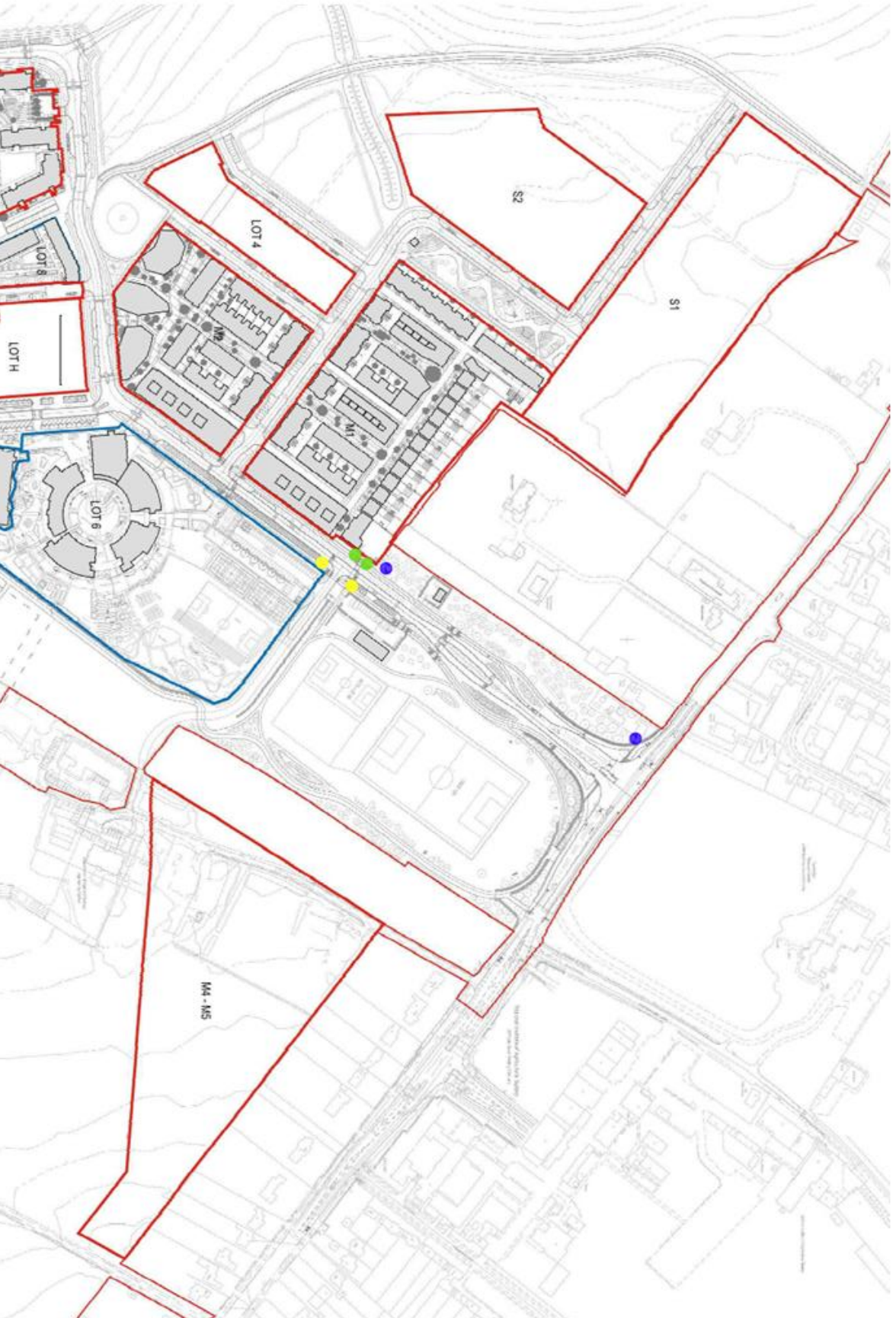
To inspect any related papers or if you have a query on the report please contact:

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Site Location

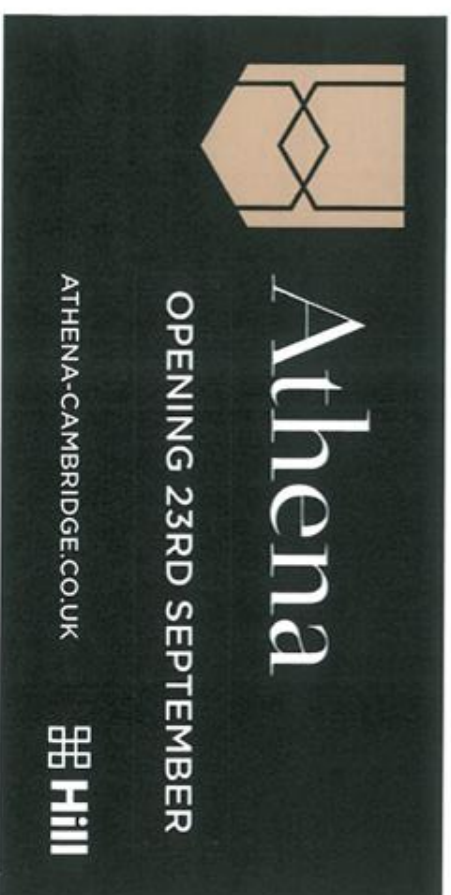


SCDC/ CCC Boundary



Eddington Avenue

Men Board 2340 x 5500

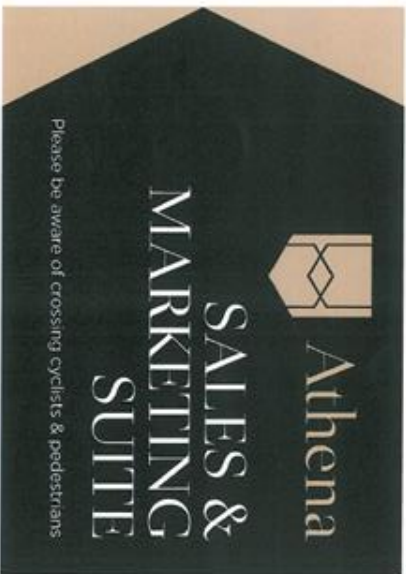


ATHENA
600mm

OPENING...
40mm
Type size 65000

ATHENA...
30mm
Type size 44000

At Eddington Board 2340 x 5500



ATHENA
300mm

SALES...
200mm

Please...
28mm

Men Board 2000 x 1000



ATHENA
300mm

WELCOME...
300mm

OPEN...
300mm

Huntingdon Road/Eddington Avenue



Huntingdon Rd 2.43m x 4.87m board

Athena
EDDINGTON

SALES & MARKETING SUITE

Acrylic & aluminium sign fabricated by
Hill

ATHENA
2027mm

SALES
1020mm