

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

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