<table>
<thead>
<tr>
<th>Application Number</th>
<th>Agenda Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/1259/ADV</td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>Date Received</th>
<th>Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>24&lt;sup&gt;th&lt;/sup&gt; October 2011</td>
<td>Elizabeth Rolph</td>
</tr>
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<table>
<thead>
<tr>
<th>Target Date</th>
<th>Parishes/Wards</th>
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<tbody>
<tr>
<td>19&lt;sup&gt;th&lt;/sup&gt; December 2011</td>
<td>Trumpington</td>
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<thead>
<tr>
<th>Site</th>
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<tbody>
<tr>
<td>Long Road Plantations, Long Road, Cambridge</td>
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<table>
<thead>
<tr>
<th>Proposal</th>
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<tbody>
<tr>
<td>Erection of a series of hoarding signs in association with the Clay Farm/Showground development</td>
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<table>
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<tr>
<th>Applicant</th>
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<tr>
<td>Countryside Properties</td>
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<table>
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<tr>
<th>Recommendation</th>
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<th>Application Type</th>
<th>Departure</th>
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<tbody>
<tr>
<td>Advert</td>
<td>No</td>
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The above application(s) have 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
1. **INTRODUCTION**

1.1 This application was deferred by JDCC on 1 December 2011 for further negotiations on the extent of advertisement material displayed, due to concerns over impact on visual amenity. The Report is included as Appendix 1. Amendments have now been received which address the concerns expressed at the meeting.

2. **THE PROPOSAL AS AMENDED**

2.1 Amendments were received on 26 January 2012. These show the length of the hoardings on which advertisements are displayed reduced from 360 metres to 150 metres as shown below. The plan from the original application is included in Appendix 1. Consent for one year only is requested. The original application was for 5 years, although the applicant had indicated that would accept a shorter period.

2.2 As stated in the previous report, the hoardings do not form part of the application, as they do not require planning consent. However, as background the applicant has included information as to why the reduced length in hoardings is being proposed. The delay in determination of the application resulted in a review of the purpose of the hoardings. They are not now required to screen the junction works. The key function will be to block off access into the site via the spine road as this will not be open to the public until properties are for sale in this part of the development. The shorter length of hoarding will cover the access with a return each side so as to make it clear from a distance that this is not a way into the site. The remainder of the frontage will be fenced off with heras fencing (open wire mesh) or similar. The hoarding will only be required until properties are for sale at which point visitors will enter the site via the new junction on Long Road.
2.3 In addition to substantially reducing the length of the hoarding, the applicant has also totally re-designed the content of the advertisement, as shown below.
3. CONSULTATIONS

3.1 Those who objected to the original application have been reconsulted about the amendments. If any responses are received they will be reported through the amendment sheet. Trumpington Residents Association have welcomed the amendments.

4. ASSESSMENT

4.1 The adverts on the hoardings as amended would have no detrimental impact on users of Long Road and on residential amenity of the area and no impact on highway safety.

5. RECOMMENDATION

APPROVE subject to the following condition:

1. The advertisements hereby permitted shall be removed from site on or at the expiration of one year from the date of this permission.

Reason: In the interests of the amenity of the area and in view of the temporary nature of these signs as referred to in Local Plan Policy 3/4
Appendix 1: JDCC Report 1 December 2011

0.0 INTRODUCTION

0.1 Outline approval was granted on completion of the Section 106 agreement in August 2010 for the Clay Farm development of up to 2,300 homes, a local centre, schools and open space. Full permission for the spine road, which runs through the site from Long Road to the Addenbrooke’s Road roundabout, was also approved then. The Joint Development Control Committee (JDCC) has now approved the first two Reserved Matters at the south of the site. Discussions are currently taking place with Countryside Properties and Skanska regarding the parcels south of this Long Road plantation prior to the submission of Reserved Matters applications.

0.2 Under the JDCC Scheme of Delegation items such as advertisements would normally be considered by Officers under delegated powers. However, under the Scheme of Delegation, applications can be called in to Committee for determination by Members. In this instance, Councillor Stuart, a City Council ward councillor, has called in the application, on the basis of the level of concern raised by local residents in relation to the impact of the proposals on the visual amenity of the surrounding area.

1.0 SITE DESCRIPTION/ AREA CONTEXT

1.1 The application site is located on Long Road, on the northern boundary of the Clay Farm / Showground development site. The Long Road plantations are a mature tree belt which form the northern boundary of this site. They are designated a City Wildlife Site. Through the outline permission and spine road application the loss of a substantial area of plantations was approved. There are a number of residential dwellings on the opposite side of Long Road. The application site slopes considerably from east to west.

1.2 Hoardings are proposed on the existing fence line just in front of the current edge of the plantations on either side of the Clay Farm spine road, which is under construction. They are set back from the existing Long Road pavement by approximately 4 metres at the ends and 15 metres at the spine road junction. The total length of the hoardings are approximately 380 metres, along the northern boundary of the proposed residential development on either side of the spine road from the bridge over Hobson’s Brook to Clay Farmhouse. The advertisements which are the subject of this application are to be on these hoardings.

2.0 THE PROPOSAL

2.1 The only item for consideration in this application is the advertisements; the hoardings on which the adverts are displayed do not form part of the application, as these do not require planning consent. Hoardings around a construction site are classed as permitted development under the Town and Country Planning (General Permitted Development) Order 1995, Schedule 2,
Part 4 Class A; as the hoardings are classed as a temporary structure which will be removed at the completion of the development.

2.2 Out of the total length of 380 metres, there are five sections of advertisements all of approximately 30 metres in length with blank hoardings between. The advertisements feature a mix of promotional text, images associated with the development and marketing logos. A pre and post sales launch design has been submitted, the only differences being the three directional signs to the Addenbrooke’s Access Road added on the post-sales launch sign. However, under the advert regulations the details of the advertisement are not subject to control, simply the area covered by them.

2.3 The application consist of the following:

- Drawings of the Adverts
- Location Plan

2.5 The previous advert application on the site 11/1063/ADV was withdrawn in early October 2011 on advice from officers in view of the scale of advertisements. Since the withdrawal of the previous application the applicant has reconsidered the proposal and the level of advert substantially reduced.

3.0 SITE HISTORY

<table>
<thead>
<tr>
<th>Reference</th>
<th>Description</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>11/1063/ADV</td>
<td>Erection of a series of hoarding signs, Long Road, Cambridge</td>
<td>Withdrawn</td>
</tr>
<tr>
<td>09/0272/FUL</td>
<td>Spine Road through Clay Farm site, linking Long Road with the Addenbrooke’s Access Road (including bus gate). New junction to Long Road; drainage works including formation of 4 balancing ponds (including wetland area for birds) and raising of levels; tree felling and tree planting including semi-mature trees along the road and all associated works.</td>
<td>A/C</td>
</tr>
<tr>
<td>07/0620/OUT</td>
<td>Residential development of up to 2,300 new mixed-tenure dwellings and accompanying provision of community facilities; sports and recreation facilities and landscaped open spaces including 49ha. of public open space in the green corridor, retail (A1), food and drink uses (A3, A4, A5), financial and professional services (A2), non-residential institutions (D1), a nursery (D1), alternative health treatments (D1); provision for education facilities; and all related infrastructure including; all roads and associated infrastructure, alternative locations for</td>
<td>A/C</td>
</tr>
</tbody>
</table>
Cambridgeshire Guided Bus stops, alternative location for CGB Landscape Ecological Mitigation Area, attenuation ponds including alternative location for Addenbrooke’s Access Road pond, cycleways, footways and crossings of Hobson’s Brook.

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

Central Government Advice

Town and Country Planning (General Permitted Development) Order 1995

Cambridge Local Plan 2006

3/4 - Responding to Context

Areas of Major Change Guidance


6.0 CONSULTATIONS

Cambridgeshire County Council (Transport)
The County Council has commented that the proposal would have no significant adverse effect on the Public Highway.

Cambridgeshire Past Present and Future
Objection on the following grounds:

- They will be a visually intrusive and unduly dominant form of advertisement which would have a detrimental impact on the visual amenity of the streetscape and is contrary to advice in PPG 19.
- The signs would adversely affect wildlife within this designated City Wildlife Site by affecting the wildlife’s freedom of movement and degrading their habitats.
- Would like to see no advertisement using the term Great Knieghton as it is totally inappropriate and has not been agreed with the local community.
• No hoarding is required along the street side of the development to protect the trees.

7.0 NEIGHBOUR REPRESENTATIONS

Four letters of representation have been received from residents of properties on Long Road and Whitlocks High Street, Trumpington. The key issues raised in these objections are-

• Location of the hoarding sign in front of the Long Road plantation wildlife site, which would overshadow the plantation and would not be in context with the surrounding area
• The hoardings would be placed to advertise the Great Kneighton site and in fact the location is within an advertisement restriction zone
• The hoarding will cause a substantial increase in the traffic noise experienced in the houses and front gardens of properties on Long Road as at present noise is dispersed by the trees on the south side of the road
• The erection of the hoardings is out of keeping with the attractive character of Long Road due to the size and scale of these
• The illustrations, graphics and photographs will detract from the existing visual context of the area
• The hoardings and adverts are part of a marketing campaign which may last more than ten years
• A series of small signs would direct potential viewers to the site, without impacting detrimentally on the neighbourhood
• The hoardings could be placed behind the tree plantation

8.0 ASSESSMENT

8.1 The Town and County 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. The Regulations state that all consents are subject to the standard time period of 5 years, with deemed consent after this. The LA may grant for longer or shorter period, but this must be supported by specific and relevant planning reasons. It may also add a condition requiring removal at end of a specified period in the case of displays that are known to be unlikely to be acceptable beyond the period of express consent. It should also be noted that the subject matter of the advertisement may not be controlled by LPAs, and that there is no need to show a requirement or need for an advertisement.

8.2 From the consultation responses and representations received and from my inspection of the site and the surroundings, I consider that the main issues are:

1. Construction Site Hoardings
2. Impact on Amenity (advert design and form)
3. Highway safety
4. Temporary nature and appearance

**Construction Site Hoardings**

8.3 As stated in section 2 of this report the erection of temporary site hoardings around a development site it classed as permitted development and therefore does not require consent from the Local Planning Authority. Construction hoardings of 2.4 metres in height such as those proposed along Long Road are considered to be an essential tool for securing the site and protecting against unauthorised entry. Therefore the hoardings do not form part of the application, the advertisement displayed on this is the only issue for the JDCC to consider. A number of similar hoardings are currently in place in this part of the City (such as around the Hills Road/Cherry Hinton Road junction).

**Impact on Amenity (advert design and form)**

8.4 The advert is proposed to cover the full 2.4 metre height of the hoardings where displayed. The advert has been broken into 6 sections all of approximately 30 metres in length. The entire hoardings cover around 360 metres, with half of this space displaying adverts. The current application has been reduced considerably from the previous scheme submitted (11/1063/ADV), which showed adverts stretching the entire length of the hoardings. Following negotiations with officers the amount of advertisement has been halved and it is considered that the proposed scale is acceptable.

8.5 An information and viewing panel is placed in one section of the hoardings near the junction of Long Road and Rutherford Road.

8.6 PPG 19 specifically requires Local Authorities to have regards on the effects of advertisements on buildings and the visual amenity of the area in which they are to be displayed. These requirements are also reflected in Cambridge Local Plan 2006, Policy 3/4 Responding to Context, which states that the development should reflect its context and use characteristics of the locality to inform the siting, design, massing and materials of the proposed development. The application site lies opposite the existing residential dwellings on Long Road. The two main site features are the change in levels and the row of mature trees to the rear of the hoardings.

8.7 The hoardings will be visible to users of Long Road, cyclists, motorised transport users and pedestrians. The hoardings and adverts will also be visible from the residential properties, which face the site on Long Road. The adverts are set back from the road, however these will be clearly visible to all users of Long Road. It is considered that the reduced scale of the advertisement in this application would not detrimentally impact on users of Long Road and on the residential amenity of the area. The advertisements are not illuminated. In addition the properties facing the site on Long Road have large front driveways, trees and low walls, adding to the separation between these dwellings and the proposed adverts.
The Clay Farm site is a major development area within the City of Cambridge and therefore the scale of the advertisement and marketing of the site is considered to be acceptable. When developing large sites it is expected that developers will require a number of adequate spaces from which to promote the new homes and facilities.

**Highway Safety**

The County Highways department have raised no concerns in regards to highway safety.

**Temporary Nature and Appearance**

The applicant has applied for a temporary consent of 5 years to display the adverts on the site hoardings. This length of time accords with a normal advertisement consent length. Dependent on the rate of build out of this part of Clay Farm, part or all may be removed earlier than this.

**Third Party representations**

Concerns have been raised regarding the impact on the Long Road wildlife plantation. The hoardings and adverts will be placed on an area of land between the tree line (Long Road Plantation) and Long Road, no adverse affect on the wildlife areas and trees will occur. The hoardings will protect the plantations during the construction of the junction between Long Road and the spine road.

Comments have been raised on increased noise from traffic to the properties on Long Road due to the hoardings. The hoardings, which do not require planning consent, are set back from the back edge of the highway. There is no reason to suggest that the hoardings will deflect noise some 20-40 metres across Long Road to the houses. The minimum distance at any one point between hoarding and house is 26 metres, rising to 50 metres in the centre of the site.

Concerns over the form and layout of the adverts have been raised, and the use of the term Great Kneighton. The applicant has used a mixture of pictures and images of the proposed housing and site facilities along with informative information. Officers have worked with the applicant to reduce the level of text to acceptable levels and encourage the increase amount of pictures and images. The applicants have taken these suggestions on board and the adverts as proposed are considered to be acceptable and have no detrimental impact on the area. As stated above, under the advert regulations the subject matter of advertisements can't be controlled.

The advertisement restriction zone (area of special control) referred to covers much of the City. The purpose of the zone is to allocate areas of interest around the City with less permitted advertisement rights without need for an application. Current Local Plan Policy does not inform or add guidance to the advertisement restriction zone. However, the advertisement zone does still
control whether some forms of advert have deemed consent or require a planning application. Therefore the zones purpose is in making more adverts require control by an application rather than controlling the content of the advertisement proposed.

8.15 The development at Clay Farm is likely to be under construction for at least 10 years. This application will allow a 5-year consent for the adverts, after 5 years the adverts will need to be removed or a further application will need to be submitted to the City Council for consideration.

9.0 RECOMMENDATION

APPROVE

Conditions

1. The advertisements hereby permitted shall be removed from site on or at the expiration of five years from the date of this permission.

Reason: In the interests of the amenity of the area and in view of the temporary nature of these signs as referred to in Local Plan Policy 3/4