

18/01108/ADV

Applicant Mr Steve Green

Location Roundabout At Stragglethorpe Nottingham Road Cropwell Bishop Nottinghamshire

Proposal Display 4 no. free standing pole mounted signs on roundabout

Ward Cropwell

THE SITE AND SURROUNDINGS

1. The application relates to a roundabout located to the south east of the A46 and connects this road to Cropwell Bishop to the east via Nottingham Road. It forms part of the new A46 road layout.
2. To the south of the site is a petrol filling station which is accessed off the roundabout. This premises has existing signage. There are no residential properties close to the site.

DETAILS OF THE PROPOSAL

3. The application seeks advertisement consent for the erection of 4 free standing pole mounted signs. The signs would measure 1000mm in length by 400mm in height, they would be attached to poles with the bottom edge of the signs 100mm above ground level, giving the signs a total height of 500mm above ground level. They would be non-illuminated.

SITE HISTORY

4. Application ref. 16/01768/ADV to display roundabout sponsorship signage was withdrawn. The reason given for this by the applicant at the time was that there was an agreement in place between Highways and a local land owner with regard the landscaping and upkeep of the roundabout.

REPRESENTATIONS

Ward Councillor(s)

5. The Ward Councillor (Cllr. Moore) objects to the application on the grounds that the advertisements would spoil the approach to the village and the applicant has made no contribution to the planting on the roundabout. The Ward Councillor comments that a local farmer carried out the planting on the island.

Town/Parish Council

6. Cropwell Bishop Parish Council object to the application and make the following comments:

- *“Highway obstruction – Dangerous + distracting to road users. Road Safety Issue*
- *Roundabout already enhanced the roundabout in conjunction with N.C.C. by Samworth Farms at great expense*
- *Previous application for advertising here was withdrawn”*

Statutory and Other Consultees

7. Highways England has no objections to the proposal.
8. Nottinghamshire County Council as Highway Authority does not object to the application as they do not envisage that the proposal will compromise highway safety subject to the inclusion of a condition to ensure that *“no part of the proposed signs shall obstruct the oncoming view of the chevron roundabout markings.”*

Local Residents and the General Public

9. No comments have been received from members of the public in response to the publicity carried out.

PLANNING POLICY

10. The Development Plan for Rushcliffe consists of the 5 saved policies of the Rushcliffe Borough Local Plan (1996) and the adopted Rushcliffe Local Plan Part 1: Core Strategy (December 2014).
11. Other material considerations include the National Planning Policy Framework 2018 (NPPF), the National Planning Practice Guidance (NPPG) and the Rushcliffe Borough Non-Statutory Replacement Local Plan (2006).
12. Any decision should therefore be taken in accordance with the Core Strategy, the NPPF and NPPG, policies contained within the Rushcliffe Borough Non-Statutory Replacement Local Plan where they are consistent with or amplify the aims and objectives of the Framework, together with any other material planning considerations.

Relevant National Planning Policies and Guidance

13. Regulation 3 of the Advertisement Regulations requires that local planning authorities control the display of adverts 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.
14. The application falls to be considered against guidance in the National Planning Policy Framework, paragraph 132: *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

Relevant Local Planning Policies and Guidance

15. Policy EN8 of the Rushcliffe Non-Statutory Replacement Local Plan seeks to protect the visual amenity of area in which it is proposed to display signage and to ensure that public safety is not endangered. The policy states inter-alia that: *“Advertisement Consent will not normally be granted unless:*
- a) The number of advertisements and signs are no more than necessary to inform the public of the business carried on, the goods sold or the service provided;*
 - b) Advertisements respect the traditional visual elements of the area;*
 - c) Advertisements do not obscure architectural details or clash with the symmetry or sense of design of a building;*
 - d) Advertisements do not prejudice or detract from an existing or proposed regeneration or enhancement scheme;*
 - e) Consent to display advertisements will not be granted where the Borough Council considered that public safety will be endangered.”*

APPRAISAL

16. The key issues to consider are the design and appearance of the adverts and impacts on public safety, as set out in Policy EN8.
17. The purpose of the signs is to advertise the sponsors of the roundabout. It is considered that their siting, scale and design would be proportionate to their purpose and the site context and they would not, therefore, be detrimental to visual amenity or harm the approach to the Cropwell Bishop. The signage does not contain directional information that would be distracting to road users, and is fairly discrete and low level. It would be sited so as not to obscure the chevron signage on the roundabout and this would also be controlled through the recommended conditions (condition 5).
18. Both the Ward Councillor and the Parish Council have noted that the roundabout was planted and is currently maintained by a local landowner. This appears to be part of an informal arrangement and is not a material consideration to the determination of the application for advertisement consent.
19. The Parish Council has raised highway safety concerns. The proposed signs would be small in their size and scale and low in height and would be proportionate to their purpose and the site context. There is no objection from NCC Highways or Highways England, however comments made by NCC Highways are noted and a condition has been suggested for inclusion to ensure this. It is therefore considered that the proposal would not have a detrimental impact upon public including highway safety.
20. On balance it is considered that the proposal would not result in detrimental harm to amenity or safety, including highway and pedestrian safety, in accordance with Rushcliffe Non-Statutory Replacement Local Plan Policy EN8 and the aims of the NPPF, and there are no material considerations which outweigh these policies.

RECOMMENDATION

It is RECOMMENDED that consent for the display of advertisements described in the application be granted for a period of five years from the date of this consent subject to compliance with the following conditions:

1. All advertisements displayed, and any land used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any hoarding, structure, sign, placard, board or device erected or used principally for the purpose of displaying advertisements, shall be maintained in a safe condition.
3. Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road or traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

[1 to 5 above to comply with the requirements of the above-mentioned Regulations].

7. The development hereby permitted shall be carried out in accordance with the plans received on 10 May 2018.

[For the avoidance of doubt and to comply with policy GP2 (Design & Amenity Criteria) of the Rushcliffe Borough Non Statutory Replacement Local Plan].