
MAIN CASE

Proposal: Site development signboard

Location: Land Adjacent To Ely Rugby Club Downham Road Ely
Cambridgeshire

Applicant: East Cambridgeshire District Council

Agent:

Reference No: 11/00168/ADN

Case Officer: Alan Dover

Parish: Ely
Ward: Ely West
Ward Councillor/s: Councillor Sheila Friend-Smith
Councillor Sue Austen

Date Received: 22 February 2011 Expiry Date: 19 April 2011

[K314]

1.0 **EXECUTIVE SUMMARY**

1.1 The proposed sign, to be sited on the land recently granted permission for the Council's Leisure Centre, has to be assessed against the issues of public safety (in this case highway safety) and amenity. County Highways have not objected to it, and there are no significant amenity issues relating to either adjacent land uses, or visual aspects of the location that require protection. The sign relates to a public provision of a sports facility by the District Council, situated on the land on which it is proposed to construct it. It is considered that this would not be contrary to the designation of the countryside in East Cambridgeshire as an Area of Special Control, and the application is therefore recommended for APPROVAL.

2.0 **THE APPLICATION**

2.1 It is proposed to site an advertisement on land to the north-west of the A10 and to the south of Downham Road, at a distance of 35 metres and 65 metres from the edge of each respective carriageway. The overall height of the sign would be 7.3 metres, with the board being 3.6 metres in height, and 2.470 metres in width. It would be positioned to be parallel with the A10. The colours would be black writing on a white board, with a colour print on the upper section.

3.0 **THE APPLICANT'S CASE**

3.1 N/A

4.0 **THE SITE AND ITS ENVIRONMENT**

4.1 The site is a field adjacent to the sports facilities that include an all-weather hockey pitch, rugby pitches, Ely football club, tennis courts, parking areas and golf provision.

5.0 **PLANNING HISTORY**

5.1

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|--------------|------------------------------------|--------------------|-----------------------------|
| 10/01020/FUM | Leisure Centre and transport works | Permission granted | 11 th March 2011 |
|--------------|------------------------------------|--------------------|-----------------------------|

6.0 **REPLIES TO CONSULTATIONS**

6.1 City of Ely Council; No concerns

6.2 Ely Society; Not in favour of Leisure Centre, but sign would not be unreasonable now that permission has been granted.

6.3 County Highways; No objection to the proposal

7.0 **THE PLANNING POLICY CONTEXT**

7.1 **East Cambridgeshire Core Strategy 2009**

EN1 Landscape and settlement character

EN2 Design

7.3 **National Planning Policy**

PPG19 Outdoor Advertisement Control

8.0 **PLANNING COMMENTS**

8.1 There are two issues relevant to consideration of applications for advertisement. These are public safety and amenity. On the issue of highway safety, County Highways are content that the proposed sign would not adversely affect the safety of users of the adjacent roads, as it would not distract drivers in its location, some 35 metres from the A10. There are no other safety issues.

8.2 On the issue of amenity, the site is situated in 'countryside' where the visual impact is a material consideration. In East Cambridgeshire, all the land designated as countryside has been allocated as an Area of Special Control. In effect, this means that only applications for certain types of signs can be considered by the Planning Authority. It does not, however imply that approval cannot be given for some signs. The purpose of the designation is to prevent the proliferation of 'advance' signs in the countryside, where businesses seek to place advertisements in locations that are not related to their

actual business premises, and may be some distance away. That is not the case in this instance.

- 8.3 Of the classes of advertisements that benefit from deemed consent (that is, not needing formal approval) Class 1 covers what are termed 'functional advertisements' by public bodies. These are intended to give information about the services that they provide. Class 2 (C) permits notices or signs which relate (inter alia) to a recreational institution, whilst Class 3(C) permits firms or individuals who are carrying out construction work, to advertise the fact at the site. In all these instances, consent can be granted for signs that are in excess of the prescribed size limitations, provided of course, they do not have an adverse impact on highway safety or amenity.
- 8.4 Whilst the proposed sign does not fall exactly into one of these classes, the purpose of the sign does relate to public information about a service to be provided in East Cambridgeshire by the District Council. It is to be sited on the site of the proposed sports centre, and there are already a number of other signs to the north, that relate to all the existing sports facilities being provided on adjacent land. The sign, when viewed from the A10, is set against existing fences, lighting, and sports buildings. It would not therefore, have a significantly adverse visual impact on the locality.
- 8.5 In summary, the proposed sign is located on the site to which it relates. It would not adversely affect any particular, or protected vistas, and it would not give rise to any highway concerns. It is therefore recommended for approval.

9.0 RECOMMENDATION

- 1 This consent expires 5 years from the date of this permission.
- 1 REASON: To comply with the statutory provisions of the Advertisement Regulations in the interests of highway safety and visual amenity.

| <u>Background Documents</u> | <u>Location(s)</u> | <u>Contact Officer(s)</u> |
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| Application for an advertisement. Ref 11/00168/ADN | Alan Dover Room No. 011 The Grange Ely | Alan Dover Principal Development Control Officer 01353 665555 alan.dover@eastcambs.gov.uk |