

**06/02034/ADV**

**TWO NON ILLUMINATED SITE CONSTRUCTION  
HOARDINGS  
AT Site Off Tongwell Street, Milton Road,  
Broughton  
FOR Paul Newman New Homes**

## INTRODUCTION

This is a retrospective advert consent application for two non-illuminated construction site hoardings located at the entrance to Milton Road off Tongwell Street, Broughton. The signs are located in an area of special control of advertisements. The signs are located either side of Milton Road and are 3m wide by 3.3m high and raised 0.6m above the ground. The signs are located on the grass verge in front of the planting belts that border Tongwell Street. The period for which consent is sought is until December 2007.

## RELEVANT PLANNING HISTORY

In 2001 advertising consent was refused (01/00684/ADV) for the display of advertising hoardings close to Tongwell Street, as the signs were located within the transport corridor. In 2004 consent was granted (04/00638/ADV) for the erection of site boards at the nearby entrance to Tanfield Lane off Tongwell Street. These signs were considered to be acceptable due to their temporary nature and the receipt of amended plans relocating two of the signs off highway land.

## MAIN ISSUES

Are the signs acceptable in terms of amenity and public safety?

## RELEVANT PLANNING POLICY

The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended).

Milton Keynes Council Outdoor Advertising Policy adopted February 2005.

## CONSULTATIONS AND REPRESENTATIONS

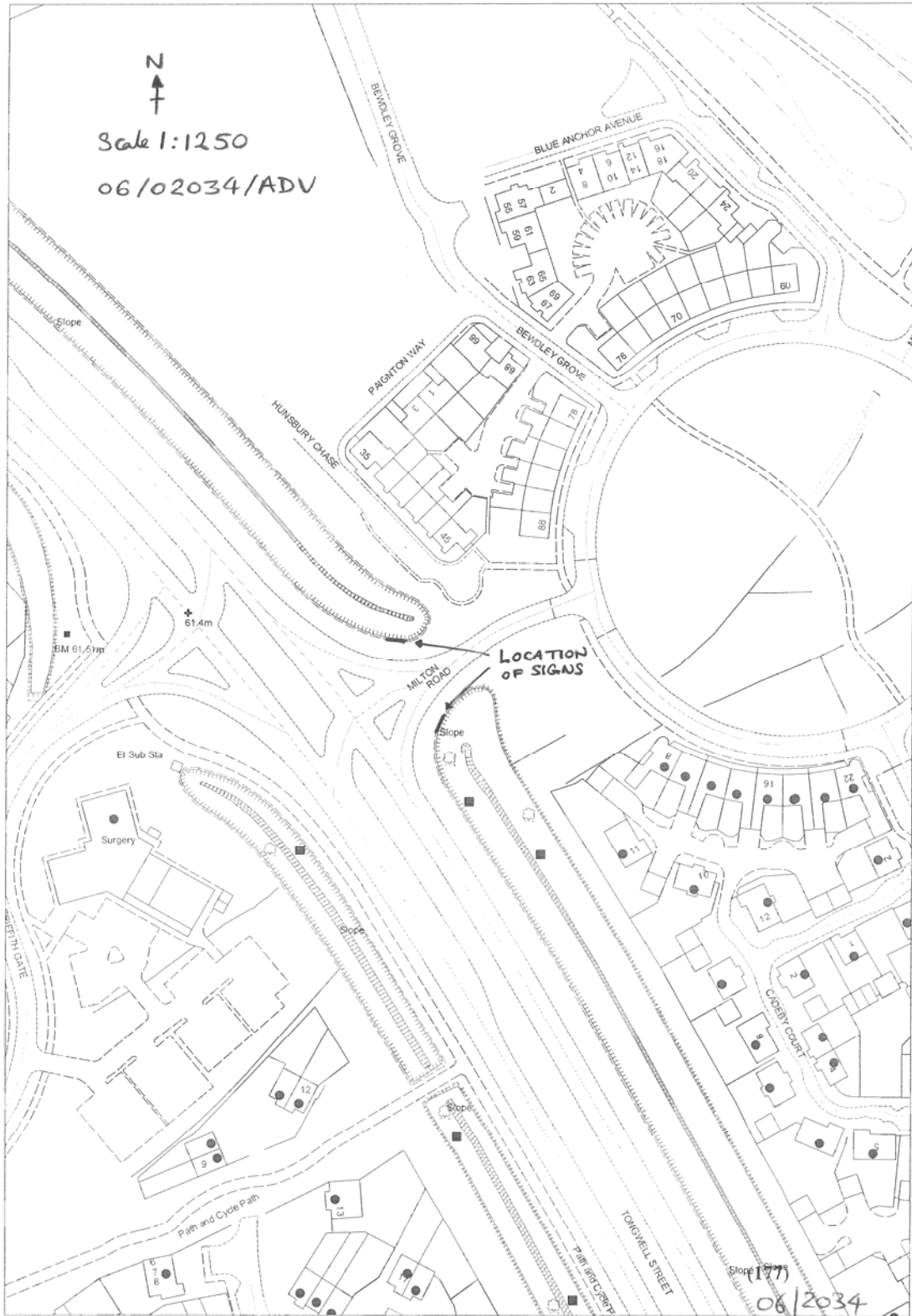
Broughton and Milton Keynes Parish Council: The Parish Council has objected to the application on the grounds that the signage is a distraction to motorists and has a detrimental effect on the appearance of the surrounding area. The Parish Council is of the opinion that the Milton Keynes area has far too many signs and these spoil the environment, making it look untidy.

Highways Development Control: The Highways Engineer has no objection to consent being granted.



Scale 1:1250

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Slope 1:77  
06/2034

062034 14 DEC 06



10ft wide x 11ft deep

2005/01/27 09:

NUMBER:

178/2034

## CONSIDERATIONS

Within the Milton Keynes Council Outdoor Advertising Policy 2005 the signs fall under section 25 'Advertising Hoardings/Poster Sites'. The Policy states that although advertising hoardings will not generally be permitted in areas of special control of advertisements, permission may be granted for advertising hoardings for a limited period during construction work.

Outdoor advertisements come within the scope of the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended); under these regulations the display of outdoor advertisements can only be controlled in the interest of "amenity" and "public safety".

Pre-application advice was sought by the applicant from Highways Development Control regarding the location of the signs in relation to the highway. The Highways Engineer provided details of acceptable locations for the signs. The Highways Engineer has no objection to consent being issued; therefore, the signage is considered to be acceptable in terms of public safety.

Within the Broughton area there are several large development sites, which has led to a number of construction hoardings being erected at the gateways into the area. This has created a cluttered environment, which has had a detrimental impact on the visual amenity of the area. However, none of the construction hoardings at the entrance to Milton Road have so far been granted consent. A limited number of construction hoardings could be given temporary consent at Milton Road without having a detrimental impact on visual amenity. Therefore, the proposed construction hoardings are considered to be acceptable.

## RECOMMENDATION

It is recommended that consent is granted subject to conditions regarding the location of the signs in relation to the highway, the dimension of the signs and a condition requiring the signage to be removed within two months of the completion of the development.