

**Application Number: 16/03556/ADV**

**Advertisement consent for 2 x. internally illuminated fascia signs and 1 x externally illuminated projecting sign**

**AT 1 Station Road, Woburn Sands, Milton Keynes**

**FOR DPSK Ltd**

**Target:** Extension of Time

**Ward:** Danesborough And Walton

**Parish:** Woburn Sands Town Council

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## **1.0 INTRODUCTION**

*(A brief explanation of what the application is about)*

The main body of the report set out below draws together the core issues in relation to the application including policy and other key material considerations. This is supplemented by an appendix which brings together planning history, additional matters and summaries of consultees' responses and public representations. Full details of the application, including plans, supplementary documents, consultee responses and public representations are available on the Council's Public access system [www.miltonkeynes.gov.uk/publicaccess](http://www.miltonkeynes.gov.uk/publicaccess). All matters have been taken into account in writing this report and recommendation.

This application is referred to the Development Control Panel for determination At the request of Ward members and the number of objections received by third party representations.

### **1.1 The Site**

The application relates to Number 1 Station Road which is located on the eastern side of Station Road and at the corner of Russell Street. The application property is an existing commercial within the Woburn Sands Town Centre and is also located within the Woburn Sands Conservation Area.

### **1.2 The Proposal**

The application seeks consent for 2 x. internally illuminated fascia signs and 1 x internally illuminated projecting sign.

## **2.0 RELEVANT POLICIES**

*(The most important policy considerations relating to this application)*

### **2.1 National Policy**

National Planning Policy Framework (March 2012)

Paragraph 67: Impact of adverts.

Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

### **2.2 Local Policy**

Milton Keynes Council's Outdoor Advertising Policy adopted February 2005

#### **Woburn Sands Neighbourhood Plan**

Woburn Sands Town Council applied to Milton Keynes Council, in accordance with the Neighbourhood Planning (General) Regulations 2012, to designate a Neighbourhood Plan Area in November 2013. Following the Neighbourhood Planning Referendum on the 22 May 2014, the Neighbourhood Plan was approved in July 2014.

WS1- Character and Appearance

WS9 - Retail Town Centre

## **3.0 MAIN ISSUES**

*(The issues which have the greatest bearing on the decision)*

### **3.1 Principle of Development**

- Impact of Development Proposals on Amenity;
- Impact of Development Proposals on Public Safety

## **4.0 RECOMMENDATION**

*(The decision that officers recommend to the Committee)*

4.1 It is recommended that advertisement consent be granted subject to the conditions set out at the end of this report.

## **5.0 CONSIDERATIONS**

*(An explanation of the main issues that have led to the officer Recommendation)*

### **5.1 Principle of development**

The advertisement signage proposed are of a size and siting which means that they cannot be considered to have deemed consent under The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended). Advertising applications are assessed relative only to amenity and public safety. These considerations are dealt with below.

## 5.2 Impact of Development Proposal on Amenity

The proposed 2 x internally illuminated fascia and 1 internally illuminated projecting sign are to be located within the Town Centre secondary shopping area Station Road where there are a number of other advertisement signs displayed. Therefore the proposal is not considered to be harmful to the character and appearance of the street scene and the wider Woburn Sands Conservation Area.

5.3 The existing Fascia sign in this location which will be removed, with the proposed new Fascia signs (Sign 2 & 3) sited in a similar position. The proposed projecting sign will be located above the fascia sign on the existing brickwork. Given the proposed advertisement is to be located within a predominately commercial area, the introduction of the additional signage will not significantly harm the public amenity and interest of the area. The location of the proposed signage mitigates concerns regarding harmful clutter within the public realm and it is considered that the proposed installation of 1x externally illuminated projecting sign and 2 x internally illuminated fascia signs would not appear overly prominent or visually intrusive to the extent that it would harm the amenity.

## 5.4 Impact of Development Proposal on Public Safety

The proposed installation of 2 x internally illuminated fascia and 1 x internally illuminated projecting signs is not considered to result in any highway issues with regard public safety. The Highway Engineer has been consulted and no objections have been received. To ensure the sign does not result in highway safety concerns it is recommended that if advertisement consent were to be granted, a condition is imposed restricting the illuminance levels of the Fascia and projecting sign.

## 5.5 Other Matters

Impact on Conservation Area: A number of third party objections were received suggesting the proposed signage/fascia would be detrimental to the character of Woburn Sands as a market town. In addition to this, it was also stressed that any signage must be in keeping with the Conservation Area. In evaluation, the proposed signage is to be located in a commercial area which has been subjected to advertisement signage previously. Although Station Road is sited in the Woburn Sands Conservation Area, the proposed signage will not create further impacts than that which already exists.

5.6 Additional objections were received stating that the proposed signage is not in keeping with the local signage of other retailers in the vicinity. In evaluation, the area is a commercial area and attracts a wide variety of advertisement signage all of which relates to the commercial use and service which the retailer provides and so means a diverse spread of signage.

## 5.7 Conclusion

The installation of 2 x internally illuminated fascia, 1x externally illuminated projecting signs are not considered to result in any highway issues with regard to safety and public amenity, the proposal is considered to be acceptable in

terms of public safety and public amenity. It is recommended that advert consent be granted subject to the conditions outlined in Section 6.0 of this report.

## **6.0 CONDITIONS**

*(The conditions that need to be imposed on any planning permission for this development to ensure that the development is satisfactory. To meet legal requirements all conditions must be Necessary, Relevant, Enforceable, Precise and Reasonable )*

1. The maximum luminance of any signage hereby permitted shall not exceed 1000cd/m<sup>2</sup>.

Reason: To avoid danger and inconvenience to highway users.

2. The signage hereby approved shall be removed before the expiration of five years from the date of this permission. After this date the signage should be removed from the site.

Reason: To prevent the accumulation of planning permissions; to enable the Local Planning Authority to review the suitability of the development in the light of altered circumstances; and to comply with section 51 of the Planning and Compulsory Purchase Act 2004. (D11)

3. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site.

Reason: In the interests of public safety and visual amenity of the locality.

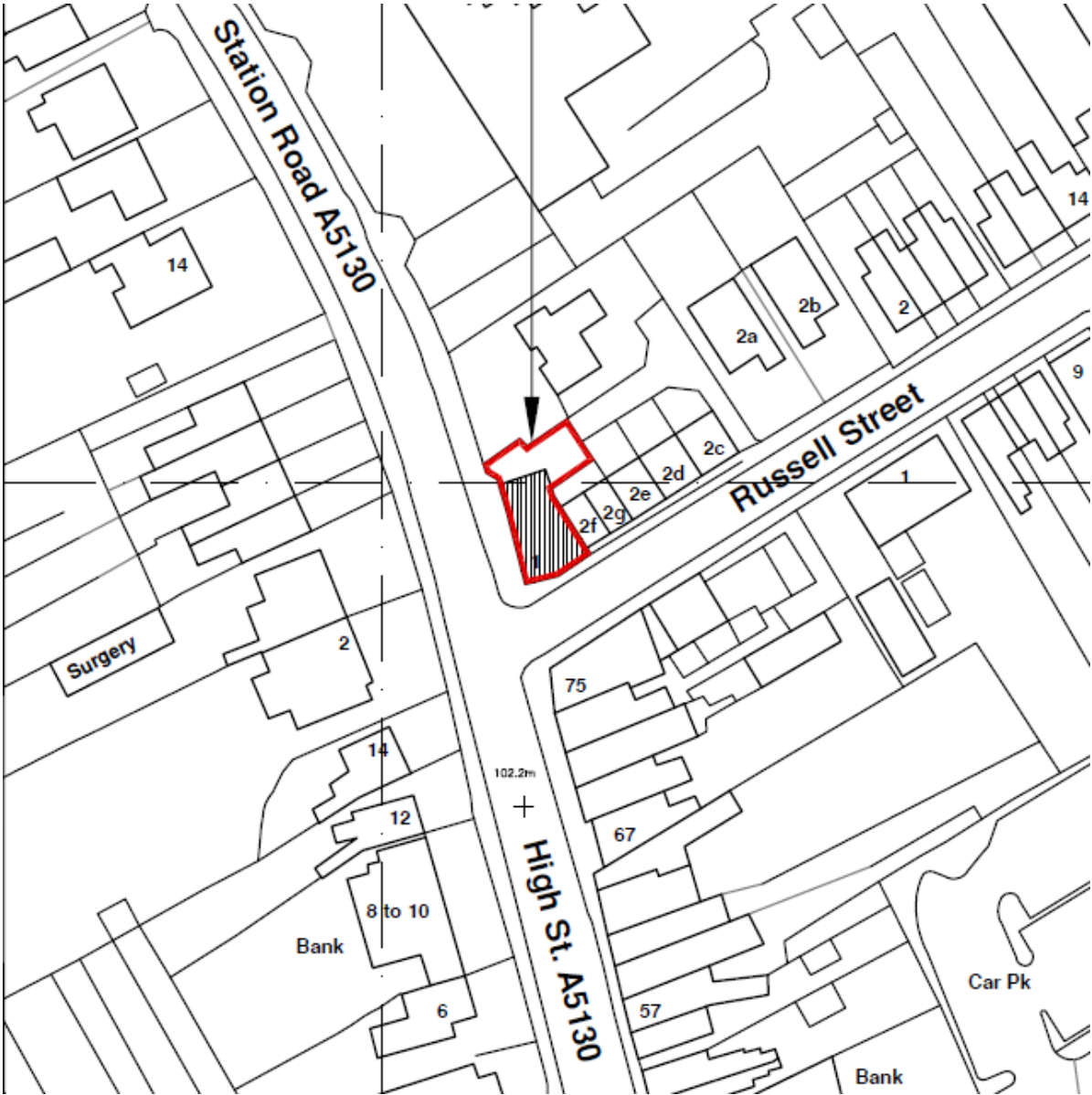
4. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport.

Reason: In the interests of public safety and visual amenity of the locality.

5. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public

Reason: In the interests of public safety and visual amenity of the locality.

Location Plan



Proposed Elevations





## **Appendix to 16/03556/ADV**

### **A1.0 RELEVANT PLANNING HISTORY**

*(A brief outline of previous planning decisions affecting the site – this may not include every planning application relating to this site, only those that have a bearing on this particular case)*

#### **A1.1 16/03437/FUL**

Change of use from an off licence (use class A1) to a hot food takeaway (use class A5); installation of new extraction/ventilation equipment and external alterations

Pending consideration



### **A3.0 CONSULTATIONS AND REPRESENTATIONS**

*(Who has been consulted on the application and the responses received. The following are a brief description of the comments made. The full comments can be read via the Council's web site)*

#### **Comments**

#### **Officer Response**

A3.1 Cranfield Airport  
No comment

Noted.

Parish - Woburn Sands  
Object to the proposal

Noted. Discussed in the main consideration section of the report.

Ward - Danesborough And Walton - Cllr D Hopkins  
Object and request to take application to the committee

Noted.

Ward - Danesborough And Walton - Cllr Bramall  
Object and request to take application to the committee

Noted.

Ward - Danesborough And Walton - Cllr V Hopkins  
Object and request to take application to the committee

Noted.

#### **Local Residents**

The occupiers of the following properties objected to the application:

10 Station Road  
13 Vicarage Road  
5 Station Road  
61 Theydon Avenue  
63 Theydon Avenue  
8 Station Road

The objections in summary relate to concerns relating to the design and appearance and the impact of the proposal on the Town Centre and wider Conservation Area. This is discussed in the main considerations section of the report.