

Application Number: 16/01431/ADV
Other

Advertisement consent for 1x illuminated wall mounted sign and 2 x mounted off the window illuminated fascia signs (part-retrospective)

AT 899 Silbury Boulevard, Central Milton Keynes, Milton Keynes

FOR Personal Group

Target: 2nd August 2016

Ward: Central Milton Keynes

Parish: Central Milton Keynes Town
Council

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1.0 INTRODUCTION

(A brief explanation of what the application is about)

- 1.1 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.milton-keynes.gov.uk/publicaccess. All matters have been taken into account in writing this report and recommendation.
- 1.2 This application is referred to the Development Control Panel for determination due to an objection received from Central Milton Keynes Town Council.

1.1 The Site

The application site is John Ormond House, 899 Silbury Boulevard in Central Milton Keynes which is a five-storey office block occupied by the Personal Group and Bidwells. Situated to the south west of the application site is No.879 Silbury Boulevard which is mixed used building, comprising of residential flats and offices on the ground floor. Located to the north-west of the application site, across North Fourteenth Street are a number of residential properties. Surrounding the application site there are a number of parking areas. Whilst the building does not form part of Centre:MK shopping centre, a Grade II Listed building, the building can be seen in relation to this listed building from north-east section of the centre, in particular the car park often associated with John Lewis.

1.2 The Proposal

This application seeks advertisement consent for the following signs:

- Sign 1: One externally illuminated, wall mounted fascia sign measuring 2.02 metres in height by 6.52 metres in width, with a depth of 0.10 metres. The sign is to be constructed out of stainless steel with black, back-lit lettering. Sign 1 is a replacement sign which is already in situ, resulting in this application being part-retrospective.
- Sign 2: Two internally illuminated fascia signs measuring 2.5 metres in height by 2.25 metres in width, with a depth of 0.08 metres. The signs are to be constructed stainless steel coated black with yellow acrylic halo. Each sign is to be fitted externally over two panes of glass. The signs will be bonded directly to the glass and are made up of three individual pieces.

2.0 RELEVANT POLICIES

(The most important policy considerations relating to this application)

2.1 Local policy

Milton Keynes Council's Outdoor Advertising Policy adopted February 2005

2.2 Neighbourhood Plan:

The CMK Alliance Plan 2026

2.3 National Policy

National Planning Policy Framework (March 2012)

Paragraph 67: Impact of adverts.

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

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 advert consent be granted subject to the conditions outlined in Section 6.0 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 advertisements 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 Proposals on Amenity

Concerns have been raised by Central Milton Keynes Town Council regarding Sign 1 which is already in situ in relation to the sign causing nuisance to local residents. Sign 1 is externally illuminated; the illuminance levels of externally illuminated signs are not typically controlled through a condition unlike internally illuminated signs. However, given LED lights are to be attached to the outside of Sign 1 it is considered that in this instance the illumination level of this sign should be controlled. It is therefore recommended that the standard condition for externally illuminated signs is imposed if advert consent were to be granted requiring the light source to be shielded such that they are not directly visible to motorists using the public highway. In addition to a condition restricting the illuminance of Sign 1 to 400 cd/m². The proposed illuminance level of Sign 1 is 130cd/m². This falls significantly under 400 cd/m², preventing Sign 1 from having a harmful impact on the amenity of nearby residential properties.

The Town Council has not raised any concerns in regard to Sign 2. The two signs (Sign 2) are to be located in a prominent location on the building's turret facing the Central Milton Keynes shopping centre. Given the location of these signs, they will not be visible from surrounding neighbouring properties.

The application site is situated within Central Milton Keynes where there is a mixture of residential and commercial units. The proposed signage is to be located on a large commercial unit. The proposed signage is considered small scale in relation to the main building and would not appear overly prominent. The proposed signage is sympathetic to its surroundings and is not deemed by Officers to be inappropriate or cause visual clutter to the local area and therefore it can be supported.

5.3 Impact of Development Proposals on Public Safety

Due to the positioning of the signs in relation to the public highway, the proposed signage is not considered to result in any highway issues in regard to public safety.

5.4 Conclusion

The signs are not considered to result in any highway issues with regard to safety and public amenity, therefore the proposal is considered to be acceptable in terms of public safety. 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 the two, Sign 2 shall not exceed 600 cd/m² and the light source shall not be visible from any part of the public highway.

Reason: To avoid danger and inconvenience to highway users.

2. The light source must be shielded such that they are not directly visible to motorists using the public highway.

Reason: To avoid glare which could lead to danger to highway users.

3. 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)

4. 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.

5. 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

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

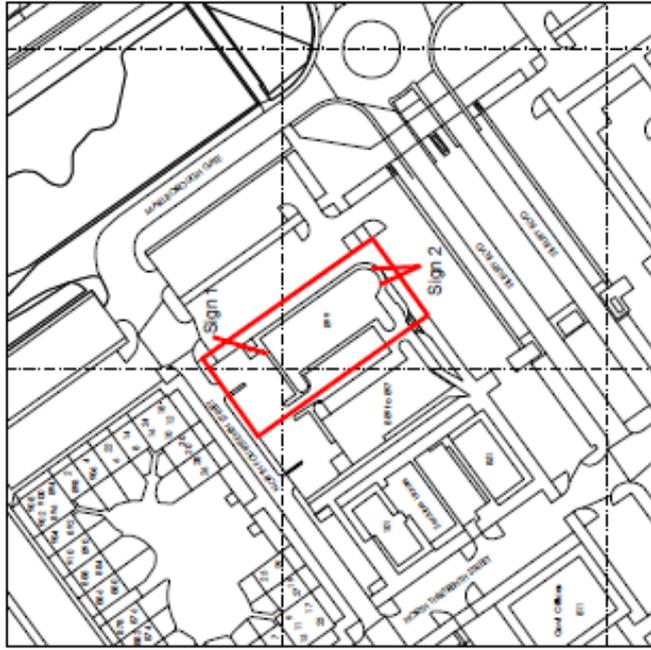
Reason: In the interests of public safety and visual amenity of the locality.

7. The illumination shall be static and shall not be of the intermittent kind.

Reason: In the interest of visual amenity and public safety

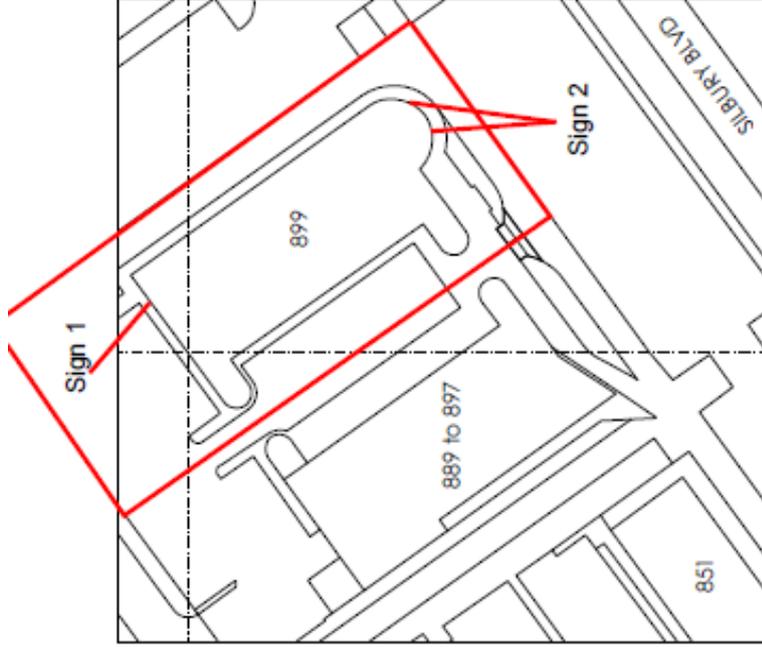
8. The maximum luminance of Sign 1 shall not exceed 400 cd/m² and the light source shall not be visible from any part of the public highway.

Reason: To avoid danger and inconvenience to highway users.



Site

Site Location
Scale 1:1250

Block Plan
Scale 1:500

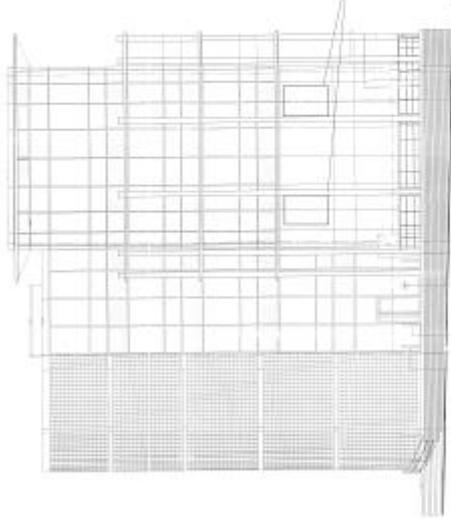



Knight Architecture & Design

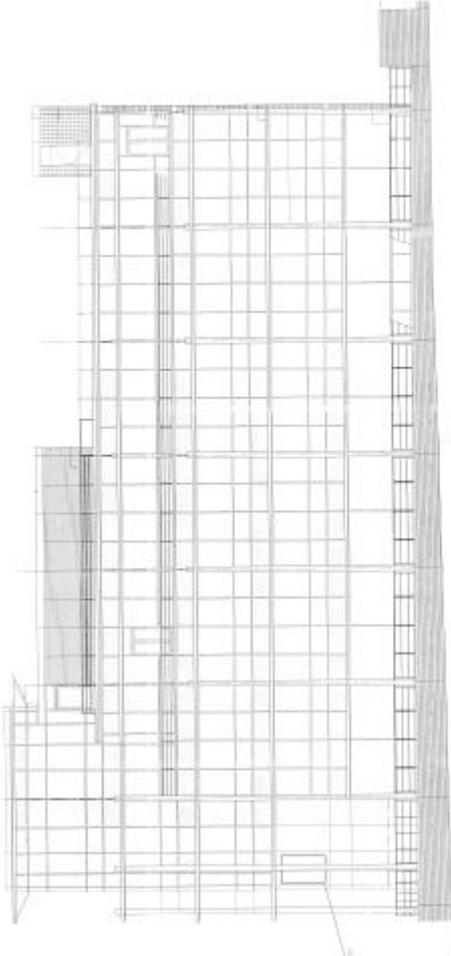
9 High Street
 Clonwy - W6AA 4BB
 Bucks - MK45 4BB
 Tel: 01234 711607
 Email: Knight.Architect@btinternet.com

Client		Project	
Chameleon-co		28 537 - 04	
Scale	Date	Project No.	
1:2500	14th May 2014	28 537 - 04	
1:1250			

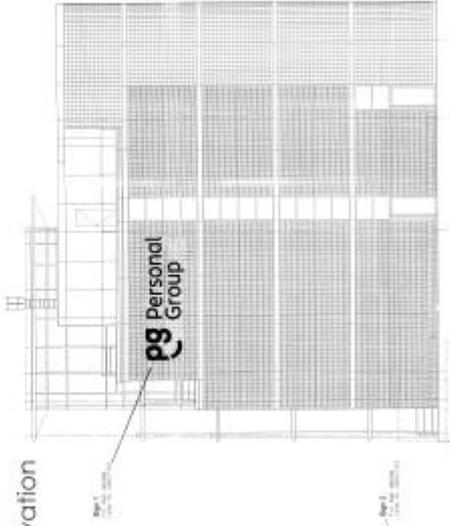
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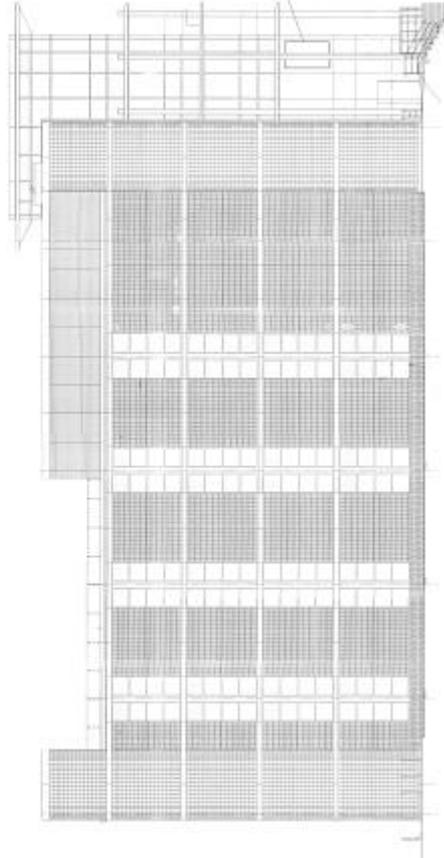
South Elevation



East Elevation



North Elevation



West Elevation

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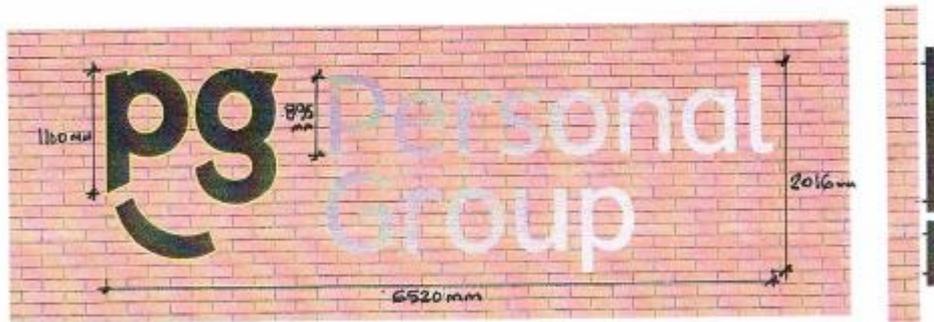
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DATE: 08/14/08

BY: [Signature]

DO NOT SCALE FROM THIS DRAWING. DIMENSIONS SHOWN ON THIS DRAWING TAKE PRECEDENCE OVER ANY DIMENSIONS ON ANY OTHER DRAWING.





Built up halo illuminated letters and non illuminated letters. 80mm returns.
 Logo faces and returns in aluminium coated RAL black and backs in acrylic and illuminated by LED's.
 Letters in brushed stainless steel complete with standoff fixings and spacing template.



Knight Architecture & Design

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Drawing No.

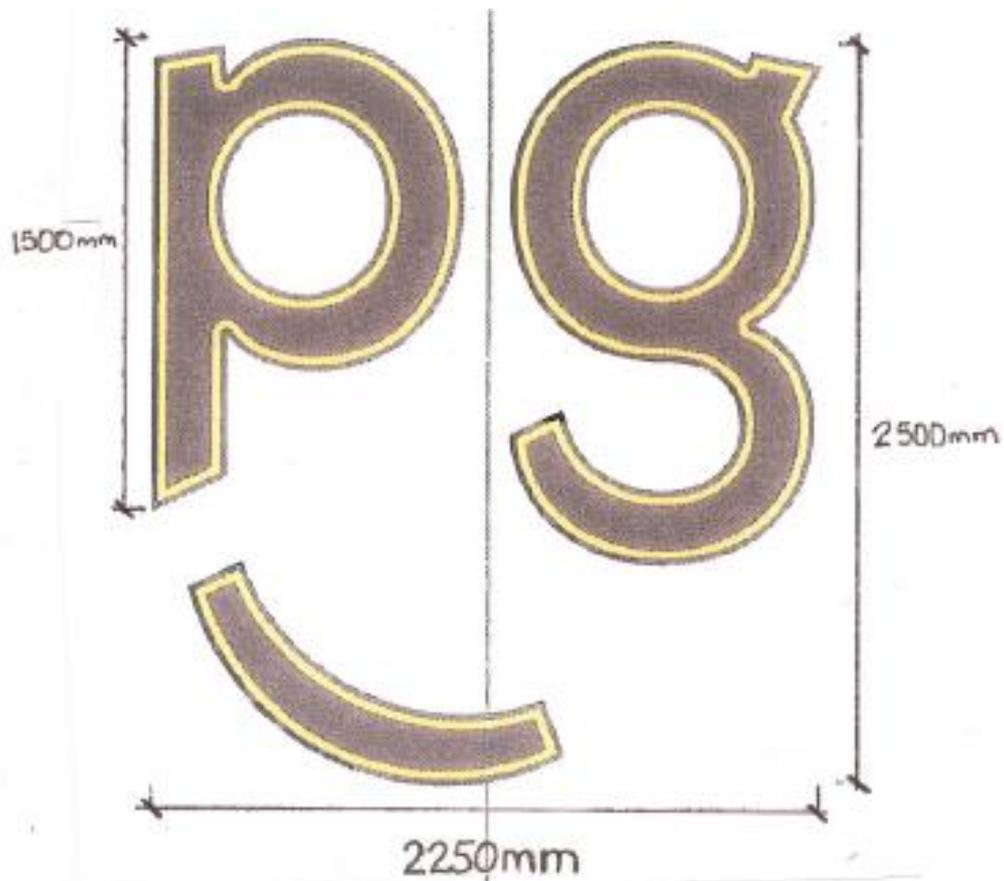
28517-02

Scale

1: 50

Title

Sign 1 899, Silbury Boulevard,
 Milton Keynes, MK9 3XL



Built up internally illuminated graphic.
 Rims, returns and inset faces in aluminium coated RAL black.
 Pin line backed with yellow acrylic.
 Backs in 19mm foam PVC and reverse cut mask graphics in black 5AV
 Illuminated by LED's.
 Smile shape to suite glazing joint complete with UHB glass tape.



Knight Architecture & Design

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Tel : 01234 711600 Fax 01234 711607

Drawing No.

28517-03

Scale

1: 20

Title

**Sign 2 899, Silbury Boulevard,
Milton Keynes, MK9 3XL**

Appendix to 16/01431/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 01/00845/ADV

NON-ILLUMINATED COMPANY NAME SIGN
Advertisement Consent Granted 07.08.2001

11/01436/ADV

One non-illuminated fascia sign
Advertisement Consent Granted 09.09.2011

A2.0 ADDITIONAL MATTERS

(Matters which were also considered in producing the Recommendation)

A2.1 None

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 comments received.	Noted
A3.2 Parish - Central Milton Keynes Objection lodged with regard to the illuminated sign of North 14 th Street. The illumination from this sign (already in situ) is causing a nuisance to residents, which is contrary to Policy D1 (iv) of the Local Plan	Noted and discussed in paragraph 5.2
A3.3 Ward - Central Milton Keynes - Cllr Betteley No comments received.	Noted
A3.4 Ward - Central Milton Keynes - Cllr Wallis No comments received.	Noted
A3.5 Ward - Central Milton Keynes - Cllr Williams No comments received.	Noted