

LAMP POST MOUNTED ADVERTISING

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1. Purpose

- 1.1 To seek approval in principle for lamp-post mounted advertising units within selected district centres.
- 1.2 To approve delegated powers to the Head of Planning when detailed applications for Consent are submitted.

2. Summary

- 2.1 The Council has successfully pursued a programme of roundabout sponsorship and bus shelter advertisements for many years. But since 1998 this programme has been extended with advertising and sponsorship opportunities in Central Milton Keynes and new sponsored Boundary Signs. The proposal is to extend this programme further to include suitably designed units for lamp-post mounted adverts in Central Milton Keynes, Kingston, Westcroft and Bletchley. Well designed and sensitively located outdoor advertising can enliven and improve the environment and will continue to make a growing contribution to meet Council budgets, for which an increased target has been identified for 2000/2001.

3. Recommendations

- 3.1 That a limited expansion of outdoor advertising by way of lamp-post mounted advertising in selected district centres be approved in principle.
- 3.2 That the Head of Planning be given delegated powers in relation to advertisement consent applications for each selected area.

4. **Background**

- 4.1 As a local authority Milton Keynes Council has a considerable breadth of experience and expertise in the area of highway advertising, firstly as 'promoter' of roundabout and bus shelter signs, and secondly as manager of outdoor advertising, through planning controls taking into account the proper considerations of amenity and highway safety requirements.
- 4.2 The policies for the control of advertisements in Milton Keynes are set out in the Adopted Borough Local Plan 1995 (policies DC30, 31) and the Outdoor Advertising Policy 1994.
- 4.3 The policies in the Deposit Local Plan 2000 relating to outdoor advertising and Central Milton Keynes will be the subject of further comment.
- 4.4 At present DC30 details the considerations for advertisement proposals:
- (a) Size, colour, design, materials and illumination.
 - (b) Number of signs in any one area.
 - (c) Location in relation to Listed Buildings, Conservation Areas, Linear Parks or Areas of Attractive Landscapes.
 - (d) Highway and safety considerations.
 - (e) Enforcement against large advert hoardings unrelated to and out of scale with their surroundings.
- 4.5 DC31 describes the Areas of Special Control where additional levels of control apply, in the older village centres in the city, Stony Stratford and most of the rural parts of the borough.
- 4.6 The Outdoor Advertising Policy (approved by Committee as supplementary planning guidance) develops the points in DC30 stating that:
- 'There are areas where well designed ads could be encouraged and contribute to the areas amenity:
- (a) Central Milton Keynes
 - (b) District centres
 - (c) Commercial leisure areas
 - (d) Retail warehouse parks'

5. Issues and Choices

5.1 Lamp-Post Advertising

The proposal for lamp-post advertising using illuminated display panels 760mm x 80mm is considered to fall within the policies described in Section 4 of the report, but the novel nature of the scheme warrants inclusion in this report (please see **annex** for further technical data). Officers have reviewed a proposal for 95 units spread around 5 district centres of the city (within the adopted policy list) with an initial view that these could be accommodated safely subject to a number of restrictions. Possible locations are listed set out below:

Lamp post and locations:

- (a) Watling Street, Fenny Stratford, 10 units
- (b) Elder Gate, Central Milton Keynes, 15 units (adj. Leisure Plaza, Station and Retail Park).
- (c) Kingston/Westcroft, 15 units each
- (d) Central Milton Keynes, 20 units (North Eighth to North Thirteenth Street).
- (e) Bletchley - Queensway 10 units, Station 5 units, Bus Station 5 units.

5.2 Consultations

The Head of Transport has noted "that within the Council's current adopted policies all grid roads and most major routes in or around Milton Keynes are classified roads. Therefore strictly speaking, the proposal is contrary to the guidance in the Councils 'Outdoor Advertising Policy' 1994. Other than that, the report seems fine. Obviously Road Safety or Highways Development Control will need to approve sites and locations. As long as the adverts do not detract from the messages given by traffic information and warning signs and do not create potential hazards I have no concerns". This proposal will not conflict with the current stand on classified roads.

5.2 The Head of Legal and Property Services has raised no objections in principle but has two main comments:

- (a) that the fees raised take account of the increased rating liability of the structures; and
- (b) concerns over highway safety and possible insurance claims.

5.3 Lamp column adverts are a fairly new format. They have been successfully trialled in London and are now widely used by Sandwell Health Authority, Southwick Regeneration Partnership and the Highway Authority.

5.4 This proposal has been in development since July 1999. It is considered appropriate to bring the principle of the scheme to the committee and if approved in principle by the Committee each detailed proposal would be subject to applications for Advertisement Consent.

6. **Implications**

6.1 Crime Prevention

None.

6.2 Cultural Planning

None.

6.3 Environmental

Whiles outdoor advertising is common in many cities the unique appearance and the nature of Milton Keynes requires a very careful approach to this subject. The environmental implications of developing a limited programme of carefully designed sites have been a key consideration.

6.4 Equalities

There are no equalities issues in relation to specific signs.

6.5 Financial

The enhanced target for sponsorship income generation place a consideration onus upon the current range of sponsorship features to expand. The proposal contained within this report will help towards the additional revenue required.

6.6 Legal

There are few legal implications restraining outdoor advertising generally however consideration and consolation needs to be taken up with. Adspace 2000 in relation to an existing contract gives the company priority in relation to highway advertising.

6.7 Staff and Accommodation

None.

7. **Conclusions**

7.1 The Committee is recommended to approve the concept of the Lamp Column advertising units described and to grant delegated powers to the Head of Planning in relation to areas listed.

Background Papers: Borough of Milton Keynes Local Plan 1995

Outdoor Advertising Policy 1994