

**Application Number: 16/03548/ADV**

**Advertisement consent for 1 x externally illuminated fascia sign; 2 x internally illuminated fascia signs; 1x internally illuminated post sign; 2x internally illuminated lanterns; 3 x non illuminated signs**

**AT The Peartree Bridge , 180 Waterside, Peartree Bridge**

**FOR Mitchells & Butlers**

**Target:** 28th February 2017      **Extension of Time:** 17<sup>th</sup> March 2017

**Ward:** Woughton And Fishermead      **Parish:** Woughton Community Council

**Report Author/Case Officer:** Luke Gledhill, Planning Officer

**Contact Details:** 01908 252271 Luke.Gledhill@milton-keynes.gov.uk

**Team Leader::** Stephen Gee, Senior Planning Officer

**Contact Details:** 01908 253145 stephen.gee@milton-keynes.gov.uk

## **1.0 INTRODUCTION**

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

- 1.1 The main section 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](http://www.milton-keynes.gov.uk/publicaccess). All matters have been taken into account in writing this report and recommendation.
- 1.2 The application is referred to the Development Control Panel for determination due to two third party objections on the grounds that the development would lead to visual clutter and impact on residential amenity.

## **2.0 The Site**

- 2.1 The application site features a hotel and public house/restaurant, along with associated car park. It is located on the east side of Waterside within the predominantly residential area of Peartree Bridge, although the site is surrounded by a variety of land uses. To the east of the site runs the Grand Union Canal, to the south a Marina, to the west a garage/car wash, substation and fast-food takeaway and to the north residential properties.

### 3.0 **The Proposal**

- 3.1 The application is for Advertisement consent for 1 x externally illuminated fascia sign located on the roof of the building; 2 x internally illuminated fascia signs located above the building entrance doors; 1x internally illuminated post totem sign at the entrance to the site; 2x internally illuminated lanterns located on the building above the entrance doors; 3 x non illuminated signs, one located on the building, one at the entrance to the site and one close to the canal pier. None of the proposed illuminated advertisements would exceed an illumination value of 250 candelas per metre squared (cd/m<sup>2</sup>). All of the illuminated advertisements would have a static illumination.
- 3.2 It is noted that the proposed lanterns do not need advertisement consent and as such are acceptable.

### 4.0 **RELEVANT POLICIES**

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

#### 4.1 **National Policy**

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

National Planning Policy Framework 2012

Paragraphs 11-16: Presumption in favour of sustainable development

Section 4: Transport

Section 7: Design

Paragraphs 186 & 187: Positive approach to decision taking

Paragraphs 196 & 197: Determining applications

Paragraphs 203 and 206: Conditions

#### 4.2 **Local Policy**

Milton Keynes Core Strategy 2013

Policy CSA: Presumption in favour of sustainable development

Policy CS13: Ensuring High Quality, Well Designed Places

Adopted Milton Keynes Local Plan 2001-2011

Saved Policy D1(iii, iv): Impact of Development Proposals on Locality

Saved Policy D2A (i): Urban Design

## Milton Keynes Council's Outdoor Advertising Policy 2005

### 4.3 **Guidance**

Professional Lighting Guide 05: The Brightness of Illuminated Advertisements by the Institute of Lighting Professionals

### 5.0 **MAIN ISSUES**

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

#### 5.1 Residential Amenity Public/Highway Safety

### 6.0 **RECOMMENDATION**

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

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

### 7.0 **CONSIDERATIONS**

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

#### 7.1 Residential Amenity

7.2 The proposal includes the erection of illuminated advertisements, all of which would be static illuminated advertisements with a maximum illumination level of 250 cd/m<sup>2</sup>. Due to the orientation of the illuminated advertisements: items 01 and 05 at the entrance to the site facing the highway and items 02, 04 and 05 on the building at 180 Waterside facing the carpark, and their low level of illumination, the impact on residential amenity would be acceptable.

7.3 Regarding visual clutter, it is proposed that the advertisements in this application would replace those already existing at the site and there would be two additional advertisements. It is considered that given the size of the site, even with two additional advertisements, the proposal would not lead to unnecessary clutter and therefore would not have an adverse impact on visual amenity.

7.4 Taking into consideration the above points, the impact on residential amenity would be acceptable.

#### 7.6 Public/Highway Safety

7.7 The proposed maximum luminance for the externally and internally illuminated advertisements would be 250 cd/m<sup>2</sup>, which, in the context of the sub-urban location of the site, is below the industry standard 600 cd/m<sup>2</sup> maximum luminance for advertisements of their size set out by the Institution of Lighting Professionals. Thus, the proposed illumination levels are not considered to be detrimental to highway users and the public safety impact would be acceptable.

## 8.0 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. This permission shall be for a limited period of 5 years only, expiring on the 17<sup>th</sup> March 2022. On or before that date the advertisements shall be removed and the building (land) reinstated.

Reason: To prevent an unsatisfactory form of permanent display.

2. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);

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;

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

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

If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Reason: To prevent an unsatisfactory form of permanent display in accordance with Saved Policy D2A (i) of the Milton Keynes Local Plan 2001-2011 and Policy CS13 of the Milton Keynes Core Strategy 2013.

3. The illuminated advertisements hereby permitted shall at no time exceed 600 candelas.

Reason: In the interests of visual and residential amenity and highway safety in accordance with Policy D2A (i) of the Milton Keynes Local Plan 2001-2011 and Policy CS13 of the Milton Keynes Core Strategy 2013.

## **Appendix to 16/03548/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)*

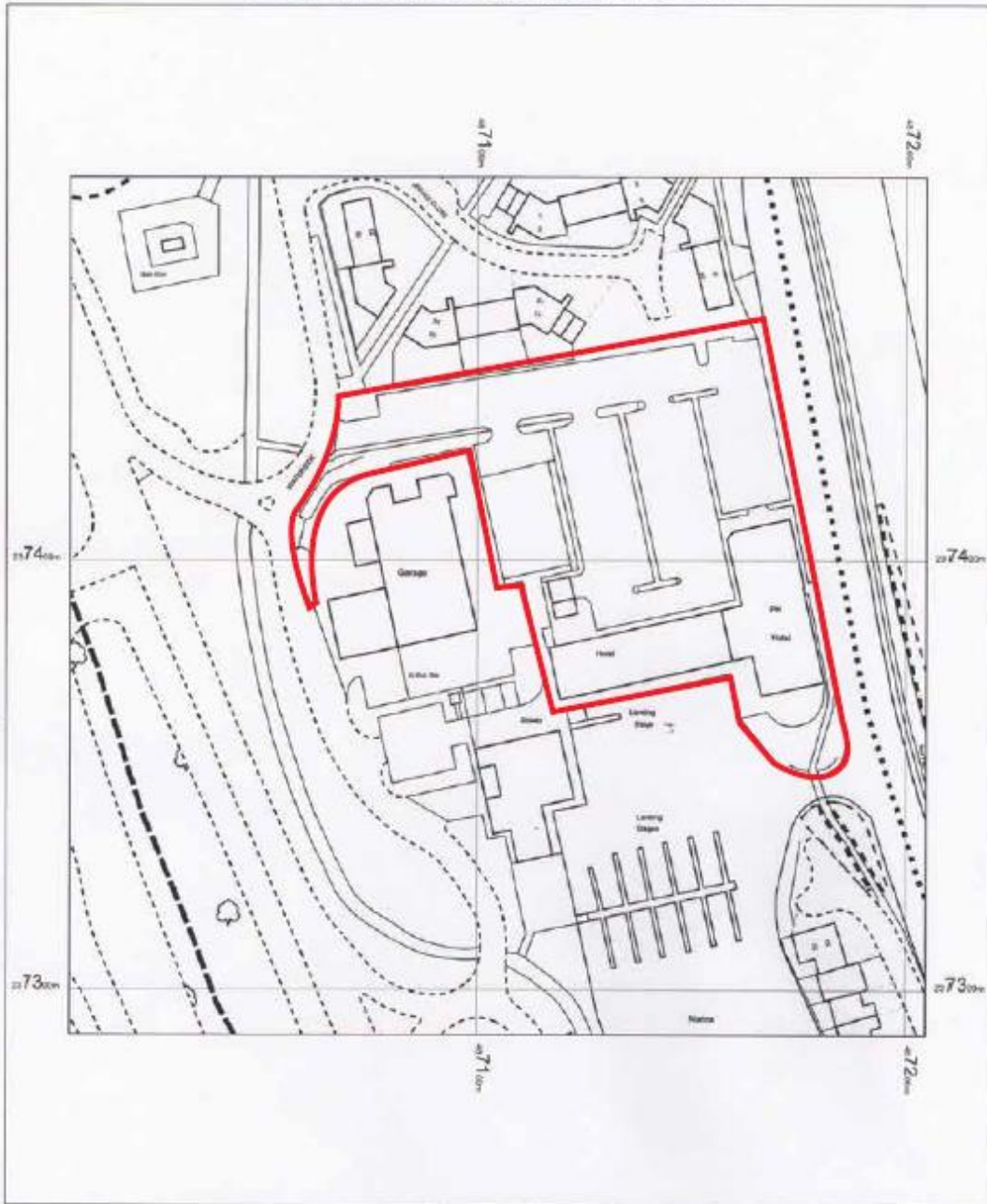
A1.1 None.

### **A2.0 ADDITIONAL MATTERS**

*(Matters which were also considered in producing the Recommendation)*

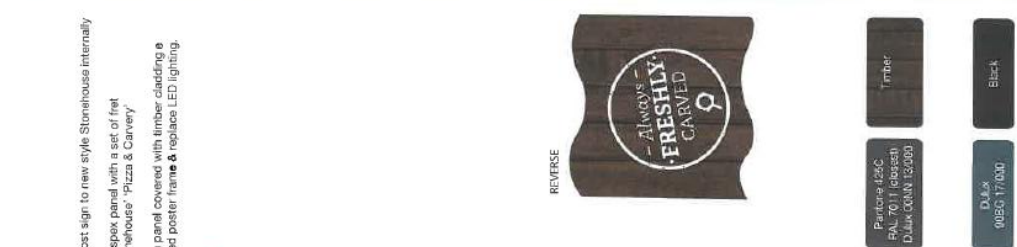
A2.1 None.

Pear Tree Milton Keynes MK6 3PE



OS MasterMap 1250/2500/10000 scale  
29 November 2016, ID: CM-00590360  
[www.centremapslive.co.uk](http://www.centremapslive.co.uk)  
1:1250 scale print at A4, Centre: 487100 E, 237300 N  
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100019960





**SIGN COLOURS**

- Paintcode 7711C Dulux 10B5 22275 RAL 5018 (C3966)
- White
- Paintcode 426C RAL 7011 (60353) Dulux COGN 13000
- Timber

**BUILDING COLOURS**

- Dulux 30Y 66/036
- Dulux 30Y 66/024
- Dulux 00B5 17/040
- Black

**TYPEFACES**

**HOUSE NAME**  
Adella Bold

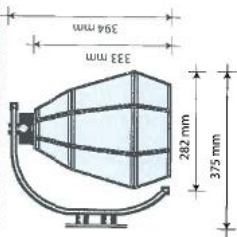
ITEM 02 (Qty 1) Ref: SH12

Stonehouse internally illuminated brand icon sign (Stacked)  
A set of individual internally illuminated 'STONEHOUSE' letters.  
And a set of smaller pushed through acrylic letters.  
All mounted on a backboard, with timber cladding effect vinyl.  
Scale 1:40 HEIGHT ABOVE GROUND 2m  
Planks are always to be 233 mm wide



ITEM 03 (Qty 2) Ref: SH25

Small decorative lantern.  
Scale 1:10 HEIGHT ABOVE GROUND 2.8m



ITEM 04 (Qty 1)

Individual house name letters to roof. Letters fixed to bracket work from underside of soffit. Through light to illuminate.  
Scale 1:30 HEIGHT ABOVE GROUND 3m



ITEM 05 (Qty 1)

Stonehouse internally illuminated brand icon sign (Stacked)  
A set of individual internally illuminated 'STONEHOUSE' letters.  
And a set of smaller pushed through acrylic letters.  
All mounted on a backboard, with timber cladding effect vinyl.  
Scale 1:40 HEIGHT ABOVE GROUND 2.8m  
Planks are always to be 233 mm wide



ITEM 06 (Qty 1) Ref: SH21

Sign/written stamp logo direct to wall area.  
Scale 1:30 HEIGHT ABOVE GROUND 7m



SIGN COLOURS

Pantone 7711C  
Dulux 10B5-29/275  
RAL 5018 (Closest)

White

Pantone 485C  
RAL 7011 (Closest)  
Dulux 60N13-003

Timber

BUILDING COLOURS

Dulux 30Y14-03/06

Dulux 30Y11-08/04

Dulux 40B5-17/040

Black

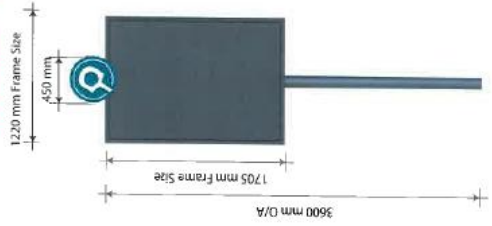
TYPEFACES

HOUSE NAME

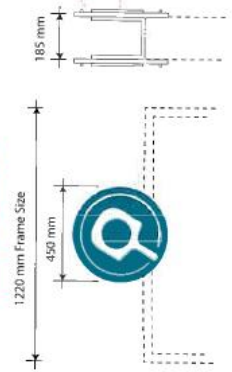
Adelle Bold



Item 09A (Qty 1) Ref: SH27  
 Single Lag portrait: Corex sign complete with removable bottom firm to display operating/refurbishment Corex panels. With a double sided formed aluminium header, with applied vinyl graphics & a fret cut logo applied on top.  
 Scale 1:40 **HEIGHT ABOVE GROUND 3.6m**



ITEM 09 (Qty 1) Ref: SH28  
 A double sided paddle logo applied to the top of existing corex sign. Existing frame be repainted by the main contractor. Sign to be relocated in front of brick pier.  
 Scale 1:20 **HEIGHT ABOVE GROUND 3.6m**

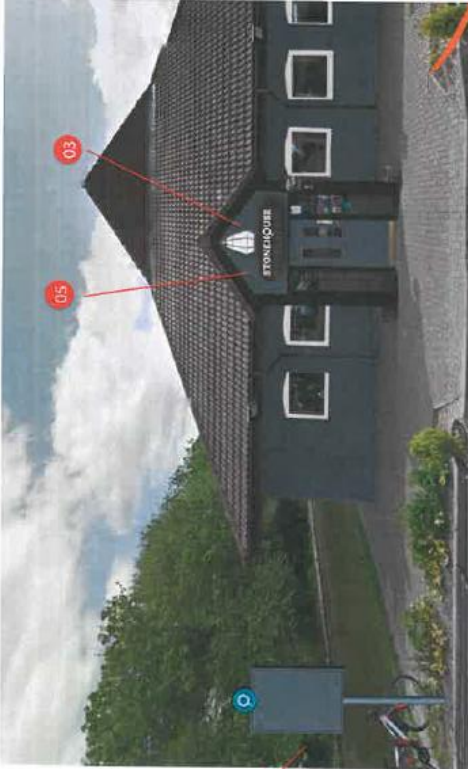
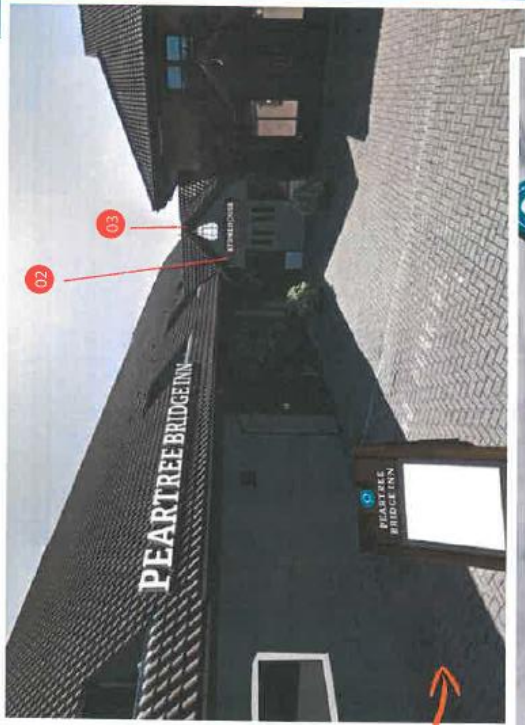


AMS  
 PEARLE RIDGE  
 IN24  
 WATFORD  
 GLOUCESTER ROAD  
 BRISTOL AVIATION  
 MK6 3EE  
 01174 211111  
 01174 211111 - CR



04.8 PEARTREE BRIDGE INN  
WATERSIDE  
PEARTREE BRIDGE,  
MILTON KEYTES  
MIDI V.I.E.

122258 - REGA  
10/11/17 - CA



03

03

05

02

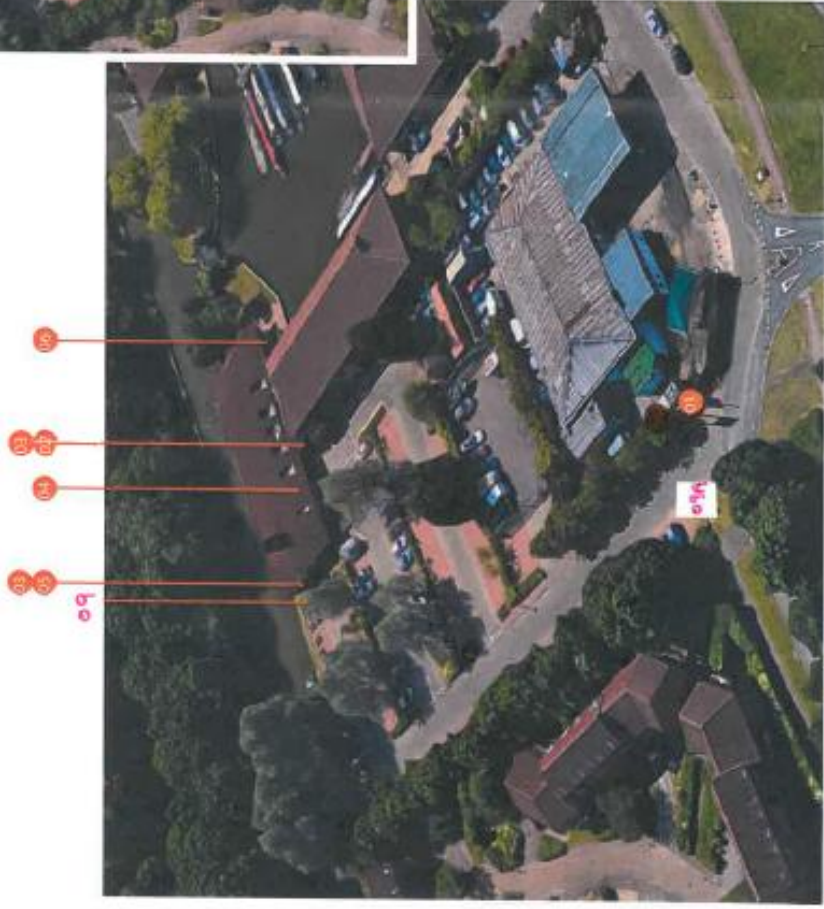
03

01

05A

06

04



Sheet 6 of 6  
EXISTING



06

WALL  
PEAR TREE RIDGE  
BIN  
GATEPOST  
SCAFFOLDS BRIDGE  
WINDCHIMES  
MISCELLANEOUS  
LITTER BIN  
FURNITURE



### **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**  
**British Waterways**  
**Parish - Woughton**  
**Ward - Woughton And Fishermead - Cllr O'Neill**  
**Ward - Woughton And Fishermead - Cllr Coventry**  
**Ward - Woughton And Fishermead - Cllr Wilson**

All of the above: No comments received.

**Canal and River Trust:** No comment.

#### **Milton Keynes Council Highways Officer:**

The Highways Officer verbally advised that he had no objections to the proposal. He recommended that the standard illumination limit condition be included on the decision notice.

#### **Local Residents**

The occupiers of the following properties were notified of the application:

No local residents consulted. A site notice was posted on the 16th January 2017.

## **Third Party Representations**

### **115 Waterside Peartree Bridge**

The resident objected to the application and raised a number of concerns regarding the number of Houses in Multiple Occupancy in the area, transient populations, street untidiness as a result of neighbours rubbish waste and the future land uses in Peartree Bridge. They also raised concerns regarding residential amenity as a result of flashing advertisements.

The number of Houses in Multiple Occupancy in the area, transient populations, street untidiness and possible future land uses in Peartree Bridge are not material planning considerations for this application and as such not considered.

The impact of the proposal on residential amenity is a material planning consideration. See section 7.1 of the report for the officer response.

### **160 Waterside Peartree Bridge**

The resident objected to the application and raised concerns regarding the visual amenity impact of the proposal.

Visual amenity is a materials planning consideration. Refer to section 7.2 of the report for the officer response.