

06/01670/ADV

16 NO. DOUBLE SIDED BANNERS FIXED TO LIGHT COLUMNS

AT Light Columns Between Silbury Boulevard And Avebury Boulevard Along, Witan Gate, Central Milton Keynes

FOR Milton Keynes Council

(as amended by drawings received 29.01.2007)

INTRODUCTION

This application is similar to a number of other applications that the Council have considered in recent years, for other lampposts in Central Milton Keynes. All the lampposts are 6m high and set back about 1m from the carriageway. The surrounding area is overwhelmingly commercial in nature, but existing advertisements are not significant features in the street scene.

CURRENT APPLICATION

The application as submitted related to 23 banners to be sited on lampposts situated along Witan Gate between Avebury Boulevard and Silbury Boulevard. The banners would be 2m high by 0.5m wide and would be made from re-enforced, banner grade, PVC. The bottom edge of the banners were shown 2.2m above ground level. The application has subsequently been amended to reduce the number of banners to 16 and to show the bottom edge of the banners a minimum of 2.8m above ground level.

MAIN ISSUES

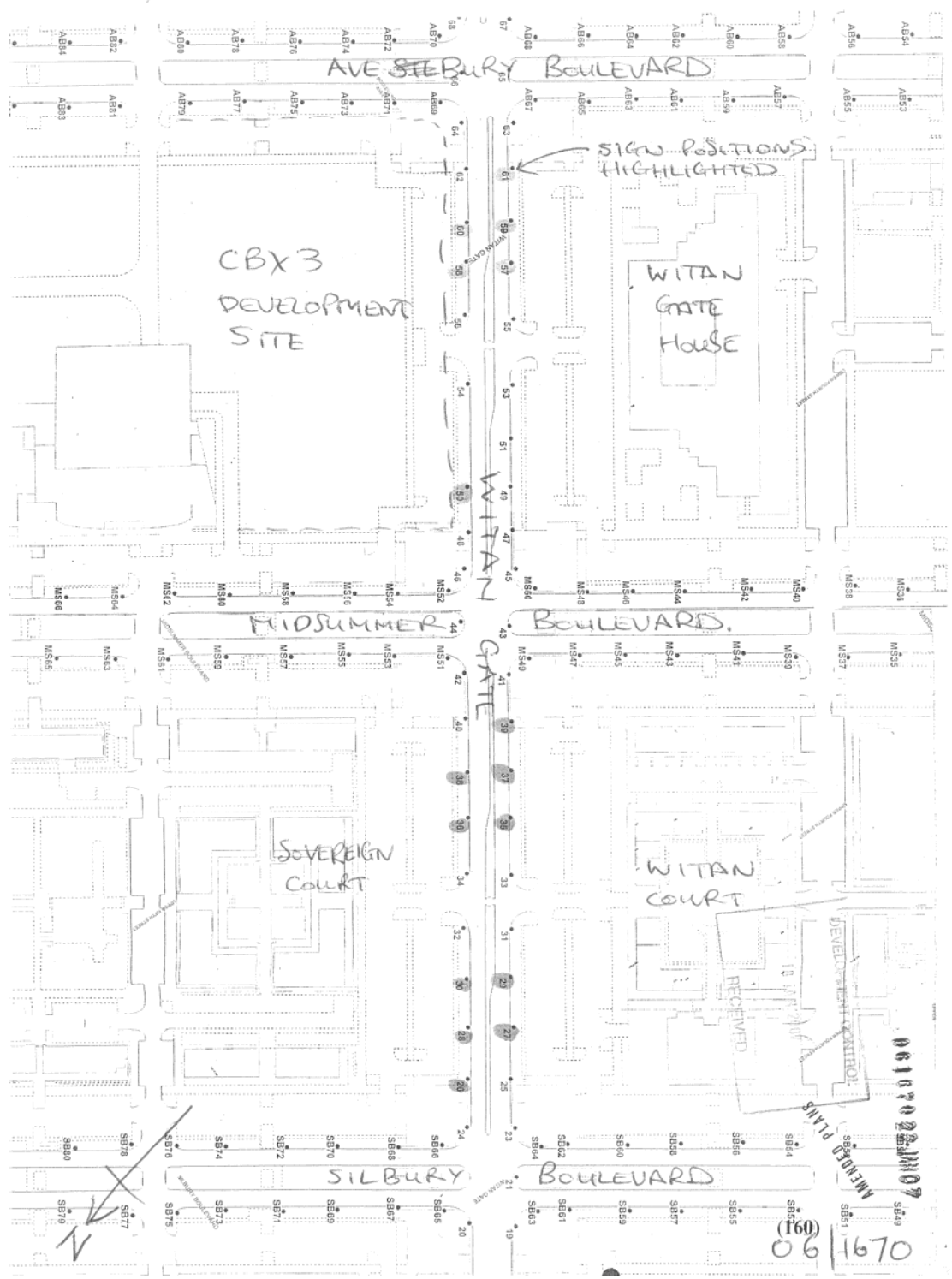
- 1) Would the proposal have a detrimental impact upon the appearance of the area?
- 2) Would the proposal be detrimental to Highway Safety?

CONSULTATIONS AND RESPONSES

The Engineer (Highways Development Control), commenting on the application as originally submitted, advised that no banners should be erected on the two nearest (in direction of travel) lampposts to the junctions of Witan Gate with the Boulevards. The Engineer also advised that the banners should be a minimum of 2.8m above ground level.

The Crime Prevention Design Advisor for Thames Valley Police, commenting on the application as originally submitted, objected to 4 banners that would restrict visibility from the Community Safety CCTV camera situated at the junction of Witan Gate and Midsummer Boulevard.

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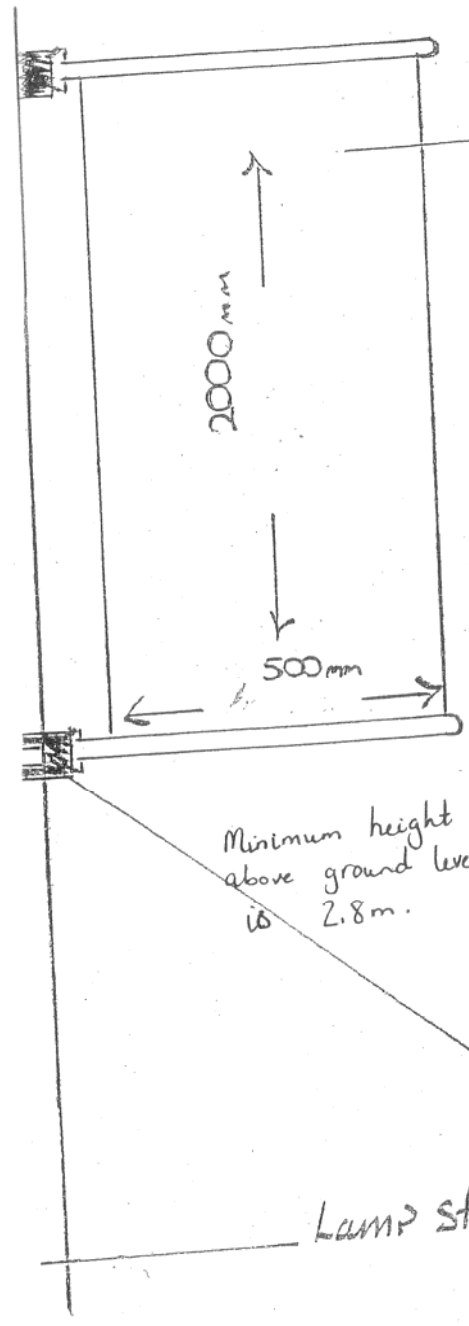


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 DEVELOPMENT CONTROL
 AMENDED PLANS
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DEVELOPMENT CONTROL
18 JAN 2007
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AMENDED PLANS



Banner

Minimum Clearance
0.3 m from the edge of
the carriageway.

Minimum height
above ground level
is 2.8m.

Banner supports

Lamp Standard

061670

RELEVANT POLICIES

The Council's Adopted Supplementary Planning Guidance on Outdoor Advertising sets out the criteria for banner advertisements in Central Milton Keynes.

CONSIDERATIONS AND CONCLUSIONS

Following receipt of the comments from the Highway Engineer and Thames Valley Police, the application has been amended to overcome their objections to the original scheme. The banners that would have been sited too close to the main junctions or would have obscured the view from the nearby CCTV camera have been omitted.

The application, as amended, would be in accordance with the Council's Adopted Outdoor Advertisement Supplementary Planning Guidance and reflects previous approvals given elsewhere in Central Milton Keynes. It is considered that the proposed banners would not be unduly intrusive in the street scene and would not be out of keeping with the surrounding commercial development. It is also considered that the amended proposal would not be detrimental to Highway safety. However, previous approval for similar banner signs have been subject to a condition requiring the outward edge of the banners should have a minimum clearance of 300mm from the edge of the carriageway to ensure Highway safety. It is considered that a condition to this effect should be placed on this proposal if it is approved.

RECOMMENDATION

It is recommended that advertisement consent should be granted subject to a condition regarding the distance of the banners from the edge of the carriageway.