

06/02035/ADV

**TWO NON ILLUMINATED CONSTRUCTION SITE
HOARDINGS AND TWO DIRECTIONAL SIGNS
AT Corners of A5130 And, Ambergate, Broughton
FOR Paul Newman New Homes**

INTRODUCTION

This is a retrospective advert consent application for two non-illuminated construction site hoardings and two directional signs for Paul Newman New Homes at the entrance to Ambergate off the A5130 at Broughton. The signs are located in an area of special control of advertisements. The construction site hoardings are 3m wide by 6m tall and are raised 0.6m above the ground. The directional signs are 2m wide by 1m tall. One directional sign is located adjacent to Ambergate while the other is on Tanfield Lane opposite the junction with Ambergate. The application originally submitted included the two construction site hoardings; this has been amended to include the two directional signs also at Ambergate.

MAIN ISSUES

Are the signs acceptable in terms of amenity and public safety?

RELEVANT PLANNING POLICY

The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended)

Milton Keynes Council Outdoor Advertising Policy adopted February 2005

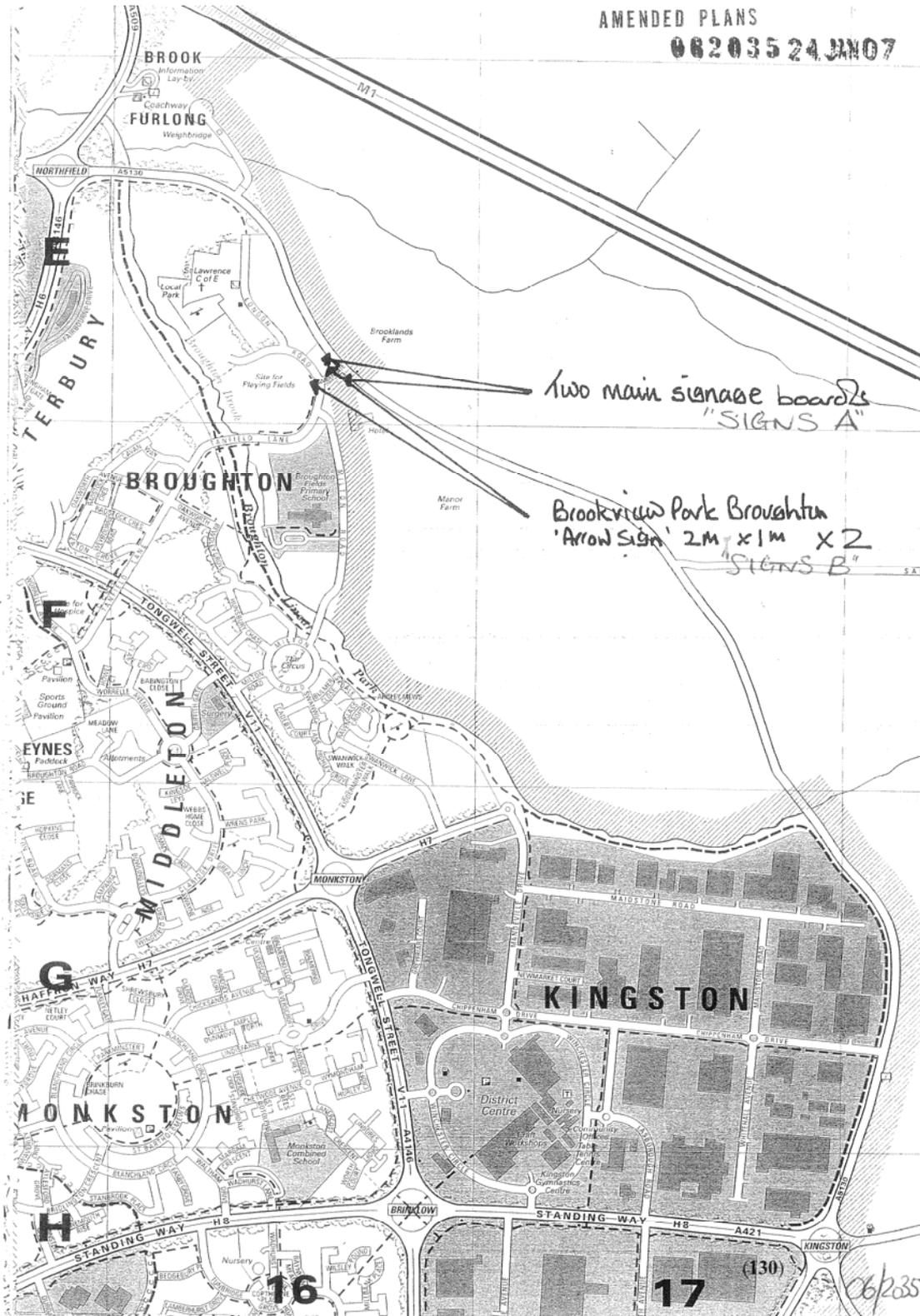
CONSULTATIONS AND REPRESENTATIONS

Broughton and Milton Keynes Parish Council: The Parish Council has objected to the application on the grounds that the signage is a distraction to motorists and has a detrimental effect on the appearance of the surrounding area. The Parish Council is of the opinion that the Milton Keynes area has far too many signs and these spoil the environment, making it look untidy.

Highways Development Control: The Highways Engineer has no objection to consent being issued subject to a condition regarding the position of signs in relation to the highway and the dimension of the signs to ensure that adequate intervisibility between the A5130 and Ambergate is maintained.

CONSIDERATIONS

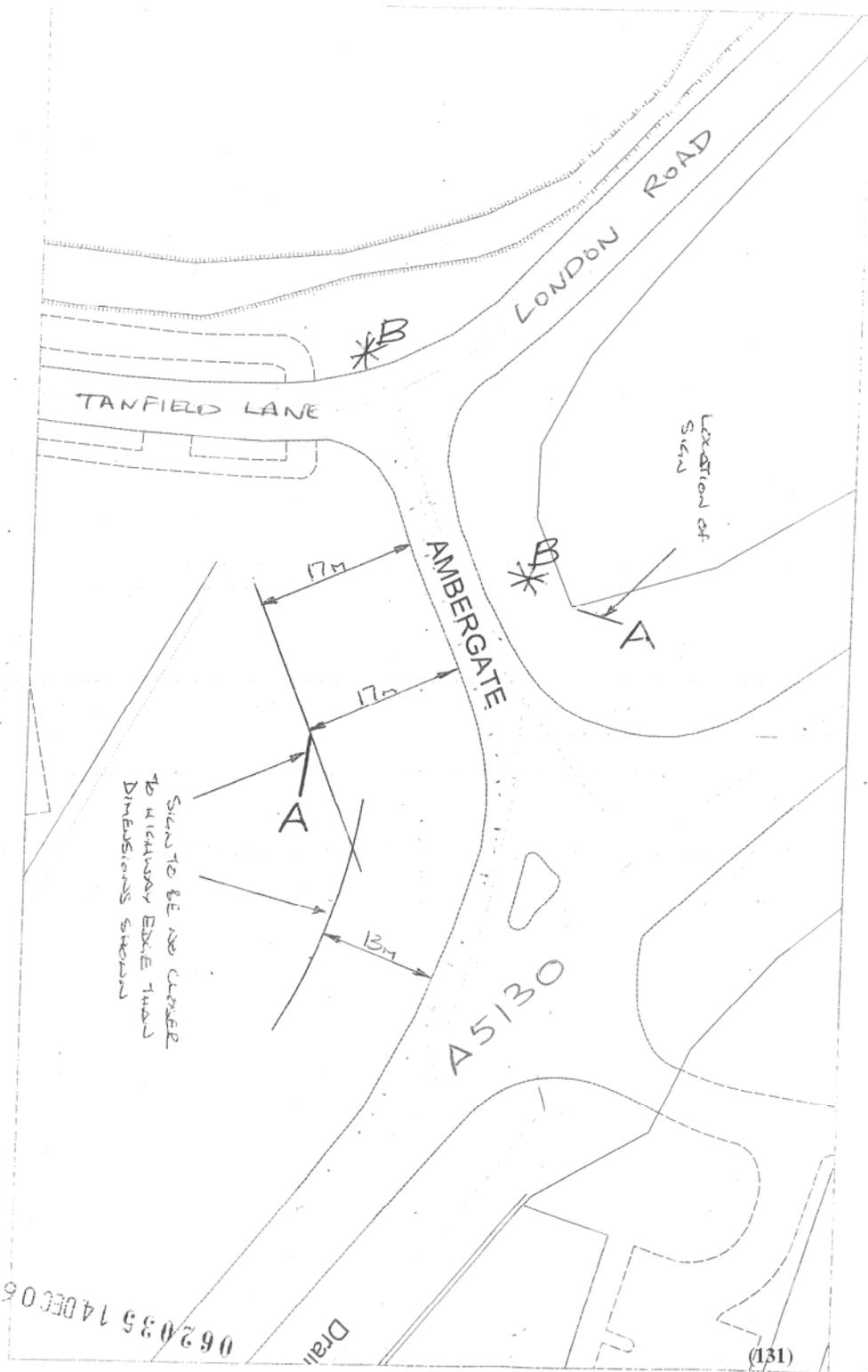
Within the Milton Keynes Council Outdoor Advertising Policy 2005 the signs fall under section 25 'Advertising Hoardings/Poster Sites'. The Policy states



Two main signage boards
"SIGNS A"

Brookview Park Broughton
'Arrow Sign' 2m x 1m x 2
"SIGNS B"

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Construction site hoardings



10ft wide x 11ft deep

SIGN "A"

2005/01/27 09:

NUMBER:

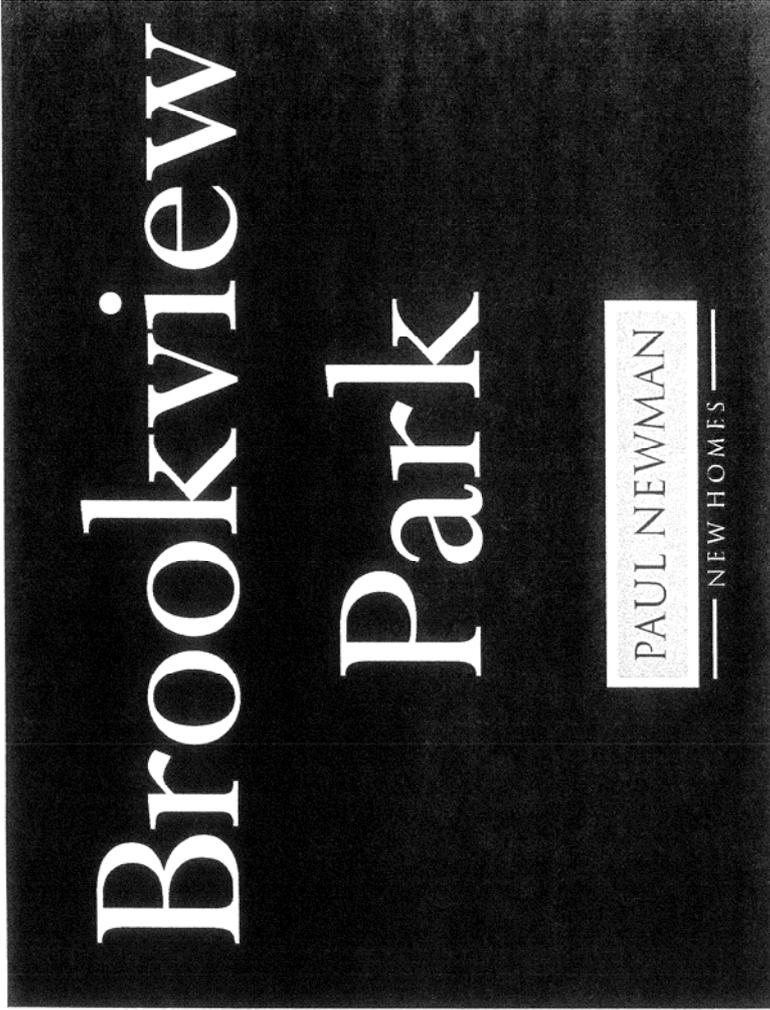
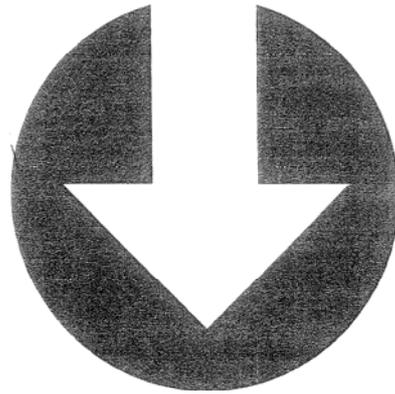
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Directional sign

2 M

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SIGN "B"
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that although advertising hoardings will not generally be permitted in areas of special control of advertisements permission may be granted for advertising hoardings for a limited period during construction work.

Outdoor advertisements come within the scope of the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended); under these regulations the display of outdoor advertisements can only be controlled in the interest of "amenity" and "public safety".

The Highways Engineer has no objection to consent being issued for the construction hoardings and the directional sign on Tanfield Lane subject to conditions; therefore, the signage is considered to be acceptable in terms of public safety.

Within the Broughton area there are several large development sites, which has led to a number of construction hoardings being erected at the gateways into the area. This has created a cluttered environment, which has had a detrimental impact on the visual amenity of the area. However, none of the construction hoardings at Ambergate have so far been granted consent. A limited number of construction hoardings could be given temporary consent at Ambergate without having a detrimental impact on the visual amenity. The directional sign opposite the junction of Ambergate on Tanfield Lane would have the added benefit of directing traffic towards the construction site and away from Broughton Village. Therefore, the proposed construction hoardings and directional sign on Tanfield Lane are considered to be acceptable.

However, the second directional sign, located adjacent to the construction hoardings on Ambergate, is considered to be unacceptable. The erection of three signs for the same development at the entrance to Ambergate would create a cluttered appearance to the detriment of the visual amenity of the area. Furthermore, housebuilders have the ability to use deemed consent under Class 11 of the Regulations to erect a succession of temporary smaller signs telling potential housebuyers and other visitors how to reach a site.

RECOMMENDATION

It is recommended that the application be subject to a split decision:

§ It is recommended that consent is granted for the two construction hoardings beside Ambergate and the directional sign on Tanfield Lane subject to conditions regarding the location of the signs in relation to the highway, the dimension of the signs and a condition requiring the signage to be removed within two months of the completion of the development.

§ It is recommended that the directional sign on Ambergate be refused as it would create a cluttered appearance and would have a negative impact on visual amenity.