

ITEM NO: 6.5	<u>Location:</u>	Baldock Services, Great North Road, Radwell, Baldock, Hertfordshire, SG7 5TR
	<u>Applicant:</u>	Starbucks Coffee Co (UK) Ltd
	<u>Proposal:</u>	Addition of internally illuminated sign panel to existing totem sign.
	<u>Ref.No:</u>	08/01052/ 1AD
	<u>Officer:</u>	Chris Carter

Date of expiry of statutory period : 04 July 2008

Reason for Delay (if applicable)

Committee Cycle

Reason for Referral to Committee (if applicable)

Objection from Radwell Parish Meeting.

1.0 Relevant History

- 1.1 There is a long and varied history for the motorway services area with a number of applications for advertisement consent for various locations in the site.

More specifically with regard to the totem sign with which this application is concerned, the site history is as follows.
- 1.2 A 6.5m high internally illuminated "Extra" pole sign and a 5.12m high internally illuminated "McDonalds" pole sign to be placed either side of the entrance to the MSA off the adjoining roundabout were refused consent in May 2002. **Ref: 02/00542/1AD**
- 1.3 The refusal of the two pole signs went to appeal, and after a Hearing, the Inspector issued a split decision, allowing the "Extra" pole sign on the slope of the balancing pond, to the west of the entrance, but dismissing the "McDonalds" sign to the east. A subsequent amendment to that consent was agreed, to allow the pole sign to contain the McDonalds 'M' logo at the top, with the word EXTRA in a box, just below it. That sign has been erected.
- 1.4 Advertisement Consent was granted in July 2004 using delegated powers for the addition of an internally illuminated box sign to the existing pole sign. That box announced the introduction of a Kentucky Fried Chicken unit within the amenity block of the service area. The box contained the KFC portrait and lettering and has been fixed to the original pole sign, just below the EXTRA box. **Ref: 04/00929/1AD**
- 1.5 Advertisement Consent was refused at committee in December 2004 for the addition of a further 0.35m high internally illuminated box (fixed below existing sign) to existing pole sign. **Ref: 08/01665/1AD**
- 1.6 It should be noted that the 'Extra' advertisement sign that was previously present on this pole sign is no longer in place and has been replaced with a Pizza Hut box sign.

2.0 Policies

2.1 National Planning Policy Guidance.

Planning Policy Guidance Note 19 - Outdoor Advertisement Control.

3.0 Representations

3.1 **Radwell Parish Meeting** - Object to the application on the grounds that the additional sign to the existing totem would be 'a panel too far' and compared with the original consent which was for two signs, it represents a 100% increase in advertising. They do not consider a further addition to be minor in nature.

3.2 **Hertfordshire Highways** - No objection subject to an illumination condition detailed below.

4.0 Planning Considerations

4.1 Site & Surroundings

4.1.1 Baldock Services is located at junction 10 of the A1(M) where it meets the A507 and the Great North Road, the site comprises a petrol filling station, large car park and an amenity building.

4.2 Proposal

4.2.1 Advertisement Consent is sought for the addition of an internally illuminated sign panel to the existing totem sign. The sign would be 2.5 metres wide, 0.5 metres high and 0.35 metres deep and would be positioned below the existing KFC, Pizza Hut and McDonalds signs on the totem pole at the boundary of site adjacent to the highway.

4.3 Key Issues

4.3.1 The two key issues in terms of applications for advertisement consent are visual amenity and highway safety. In this particular case there are not, in my view, any highway safety issues involved and the decision turns only on the likely impact of the proposed additional signage upon the visual amenities of the area around the Motorway Service Area.

4.3.2 The new box would, in my view, sit comfortably on the existing pole sign, below the other two boxes and is shown on the computer generated image as being no wider than the existing 'KFC' sign. It would not increase the height or width of the pole sign itself and would occupy the small gap between the bottom of the 'KFC' sign and the top of the fence that runs along the embankment.

4.3.3 Having regard to the above I consider that it would be extremely difficult to justify an objection to the addition of this box sign on visual amenity grounds. I acknowledge that the original pole sign has changed from that which was allowed on appeal in November 2002 and that it might not have been allowed in the form that it has now become, had the original application included the additional boxes. In that respect I also understand the concerns that have been expressed by the Parish Meeting about the incremental 'bite' size nature of the additions. It is my opinion however that this is the only space left on the pole for an additional box and should represent the last proposal for signage in this part of the site.

4.3.4 On balance therefore I have concluded that the addition of this box to the existing pole sign would not be detrimental to the interests of amenity in and around the Motorway Service Area site.

4.4 Conclusion

- 4.4.1 Having regard to the above I do not consider there to be any material planning objections to be raised against the proposal.

5.0 Legal Implications

- 5.1 In making decisions on applications submitted under the Town and Country Planning legislation, the Council is required to have regard to the provisions of the development plan and to any other material considerations. The decision must be in accordance with the plan unless the material considerations indicate otherwise. Where the decision is to refuse or restrictive conditions are attached, the applicant has a right of appeal against the decision.

6.0 Recommendation

- 6.1 That planning permission be **GRANTED** subject to the following conditions:

1. (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(b) No advertisement shall be sited or displayed so as to-
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Association of Public Lighting Engineering in the publication 'Brightness of Illuminated Advertisements' A.P.L.E. Technical Report No 5. (Third Edition 2001) and Traffic Signs Regulations and General Directions 2002 Section 3.

Reason: So that drivers of vehicles along the adjacent A505 road are not dazzled or distracted, leading to interference to the free and safe flow of traffic along the highway.

Reason for Decision

The proposed advertisement hereby granted express consent would have no adverse impact on the visual amenities of the area or highway safety and as such does not conflict with any provisions of the development plan.