



South  
Cambridgeshire  
District Council



## Joint Development Control Committee

### Guidance Note for Marketing Signage for Cambridge Fringe Sites March 2012

#### Introduction

This informal guidance note relates to large development sites on the fringes of Cambridge (designated as 'Areas of Major Change' in Cambridge Local Plan 2006, policies 9/3, 9/5, 9/6, 9/7, 9/8 and as 'Major Development Sites' in South Cambridgeshire District Council's 'Local Development Framework' (2007 & 2010) under policies CSF/3 and SP/2).

These include the following:

- Southern Fringe: Trumpington Meadows, Clay Farm/ Showground, Glebe Farm and Addenbrooke's Hospital site
- Northwest Cambridge: NIAB site and University Site.

Developers and house builders seek to market the sale of housing and commercial development to be developed on lands in these areas through the use of advertising signage. Cambridge City Council and South Cambridgeshire District Council (the Councils) recognise the importance of marketing signage in delivering successful development. The relevant council will seek to ensure that such signage is both appropriate and proportionate to the locations in which they are sited. The Councils will require that such signage is developed in consideration of the guidance as set out herein. When assessing proposals for marketing signage, the relevant council will assess the proposal against the principles underlying the guidance of visual amenity and safety, which will be applied in all cases.

Advertisement applications need to be determined in accordance with The Town and Country Planning (Control of Advertisements) Regulations 2007. The Regulations state that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety. The standard time period of consent is 5 years for advertisement applications; consent for this time period should be given unless a shorter time period is appropriate taking into account the build out time for the development site. Developers should consider applying for a shorter time period if appropriate for the proposed build out for the particular part of the development where the advertisement will be located. It is acknowledged that the regulations also state that longer periods of time may be appropriate in certain circumstances but a longer time period would not normally be considered acceptable by the councils, given the short term nature of advertisements relating to new development.

PPG19 (Outdoor Advertisements control 1992) specifically requires that Local Planning Authorities should have regard to the impacts of advertisements on the visual amenity of the immediate area where they are displayed.

In all cases but especially prior to the first signage being erected, the relevant council will encourage applicants to engage in pre-application discussions to ensure that applications for signage, when submitted, are generally acceptable.

## **Guidance**

### 1. Marketing Strategy

Prior to, or in association with, any advertisement application, a “Marketing Signage Strategy” should be submitted to the relevant council which sets out and supports the overall approach to marketing signage for the whole site to which the advertisements will apply. This strategy should include a rationale for the location, size and amount of all proposed signage, including directional signage to individual sites and sales suites, signage on hoardings around construction sites, etc. The applicant needs in particular to justify that the amount of such signage is appropriate to its location and is not detrimental to local visual amenity and that such signage is of a high quality. More creative or artistic signage will be encouraged in the right location and depending on the information being conveyed.

### 2. Locations

The Councils acknowledge that both the developer and house builders working on a single site may desire separate signage. Marketing signage promoting an entire development comprised of several phases will generally be limited to one sign for each principal site access point. Several signs marketing an entire development located at various positions before and after such access points or in other areas around a given site will generally not be supported, though smaller, individual house builder signs on specific parcels on a development site may be acceptable subject to size and location. This is in order to avoid a proliferation of signage for any one site or a cumulative proliferation of signage in one area advertising a number of sites. Signs should not be located on land or infrastructure within the control of the Highway Authority. Any signs on highway land will require separate permission from the Highway Authority and they may place any reasonable condition on any approval.

### 3. Content

The main site developer should provide a location for future house builders to site their name and logo on the main site marketing sign. This will ensure that an undue proliferation of similar sized signage is not developed for each house builder on large sites, which in turn could cause a detrimental impact on local visual amenity (something the regulations seek to control as noted earlier).

It is acknowledged that the hoardings on which advertisements will be positioned are permitted development. However, developers should consider the colour used on the hoardings and as background for any advertisements to ensure it is appropriate for the surroundings. The inclusion of information boards and viewing windows should be considered for hoardings. Although the Councils have no control over the content of the signage, consideration should be given to being imaginative in respect of the content, taking into account suggestions and views of local residents. In particular, a sensitive approach should be taken in relation to naming of developments, coordinating with developers to encourage discussions with the local community at an early stage.

Signage should not include messages or information that is not simple and clear and easily absorbed by the passing motorist, for example long web addresses, mobile phone numbers or 'Call now on...'

#### 4. Other – Street name plates

Another longer-term consideration in respect of signage is street name plates. Recent experience on some sites in the Cambridge area has shown that street name plates have been installed a number of years following the first occupations. This is too late in order to assist with helping create community cohesion or assisting with way finding early on in the life of a development. In future, the councils will seek to ensure street name plates and name plates on apartment blocks are installed very early on in the occupation of a given development. Developers should take in to account local history and consult with Parish Councils and residents groups on street naming prior to the submission of street names. The early involvement of both the County Council as Highway Authority and the Post Office is important to the successful delivery of street name plates. A joint protocol for street naming and numbering between Cambridge City Council and South Cambridgeshire District Councils has been agreed separately and is attached as Appendix A.

## **Appendix A: Extract from Cambridge City Council Street Naming and Numbering Policy, May 2011**

### Cross Boundary Development Sites Joint Arrangements With Neighbouring Authorities

In circumstances where development sites have been identified on the boundary between Cambridge City Council and South Cambridgeshire District Council it will be necessary to work with the neighbouring Local Authority in order to achieve logical street naming and numbering schemes. The following paragraphs set out the joint working arrangements agreed between Cambridge City Council and South Cambridgeshire District Council for those developments sites, which lie, on the boundary between the two Council areas.

Any site which crosses the city / district boundaries is to be discussed at an early stage by both Street Naming and Numbering (SNN) officers. A list of street names for each single development site will be then compiled from suggestions made by local Resident's Associations or Parish Council's. The combined list will then be forwarded to Royal Mail and Cambridgeshire Fire and Rescue Service for consultation. A final list of suitable names will then be compiled and issued to ward councillors for approval.

In the event that a list of street names cannot be agreed following the consultation process, the final decision will rest with the Cambridge City Fringes Joint Committee. Once a list has been determined this will be used to assign names to new streets within the development area. This will be carried out by both SNN officers consulting with each other.

With the exception of the specific arrangements for agreeing street names as above Cambridge City Council will generally continue to be the sole responsible Authority for carrying out all the tasks in relation to street naming and numbering within their boundary.

In respect of naming streets after people within the city boundary the use of the full name will be considered. This may not apply to streets within the areas administered by neighbouring authorities.

A numbering schedule and numbering certificate will be issued for properties addressed by the city within the joint development working area administered by South Cambridgeshire District Council.

Street naming and numbering charges for a joint development site will be agreed between Local Authorities and the developer and based on the charges in place for each Local Authority at the time. Proportions of the development plots in each area and a supplementary share of the charges for the lead authority may apply where this is agreed.