1. **APPLICATION SITE AND LOCALITY**
2. The application site for this proposal is part of the former RAF/USAF Upper Heyford base, with Camp Road being the main spine road running through it. The base was designated a conservation area in 2006 due to its role during the cold war. The designation acknowledges the special architectural interest and character which it is desirable to preserve or enhance. The designation also provides the context and framework to ensure the setting and appearance of sections of Cold War landscape is preserved.
3. An outline application that proposed: “A new settlement of 1075 dwellings, together with associated works and facilities including employment uses, community uses, school, playing fields and other physical and social infrastructure (as amended by plans and information received 26.06.08)”, was granted in 2010 following a major public inquiry. Development has commenced on the initial houses of this application.
4. This application seeks to erect 7 signs at six locations across the RAF Upper Heyford Base (on the north side of Camp Road). Locations 1 and 2 are located to the south of the flying field, whereas locations 3, 4, 5 and 6 are located north of it.
5. A number of previous applications have been made for signage along Camp Road, including: for 6 no. hoarding signs and 4 flags and poles at the sales office (ref 13/01903/ADV); 12 no. flag pole and 8 no. developer signs; the retention of 3 no. signs and 2 no. flags; 1 no. directional sign; and 1 No pole mounted ancillary sign and 1 No wall sign.
6. **DESCRIPTION OF PROPOSED DEVELOPMENT**
	1. The proposal seeks to erect 7 signs across the RAF Upper Heyford Base (on the north side of Camp Road). This includes:
* Signs 1a and 1b which are located at location ‘1’ and are both directory signs for businesses (and their building numbers).
* Signs 2, 3, 4, 5 and 6 which are located to the north of the flying field and are directional signs for building 249.
	1. All of the signs are non-illuminated and are brown with white writing. They are designed to be of a military style.
1. **RELEVANT PLANNING HISTORY**

13/01903/ADV : 6 no. hoarding signs and 4 flags and poles APPROVED 14 February 2014

14/00378/ADV: 12 no. flag poles and 8 no. developer signs APPROVED 23 May 2014

15/01304/ADV: Retention of 3 no. signs and 2 no. flags REFUSED 24 September 2015. This application was refused due to the cumulative effect of signage on Camp Road

15/02181/ADV: 1 no. directional sign APPROVED 26 January 2016

15/02182/ADV: 1 No pole mounted ancillary sign and 1 No wall sign APPROVED 20 January 2016

1. **PRE-APPLICATION DISCUSSIONS**
2. No pre-application discussions have taken place with regard to this proposal
3. **RESPONSE TO PUBLICITY**
	1. This application has been publicised by way of a site notice displayed near the site. No comments have been raised by third parties
4. **RESPONSE TO CONSULTATION**
	1. Below is a summary of the consultation responses received at the time of writing this report. Responses are available to view in full on the Council’s website, via the online Planning Register.

UPPER HEYFORD PARISH COUNCIL

* 1. No comments received.

CHERWELL DISTRICT COUNCIL: CONSERVATION

* 1. No comments received.
1. **RELEVANT PLANNING POLICY AND GUIDANCE**
2. Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise.
3. The Cherwell Local Plan 2011-2031 - Part 1 was formally adopted by Cherwell District Council on 20th July 2015 and provides the strategic planning policy framework for the District to 2031.  The Local Plan 2011-2031 – Part 1 replaced a number of the ‘saved’ policies of the adopted Cherwell Local Plan 1996 though many of its policies are retained and remain part of the development plan. The relevant planning policies of Cherwell District’s statutory Development Plan are set out below:

CHERWELL LOCAL PLAN 2011 - 2031 PART 1 (CLP 2031 Part 1)

* ESD15 – The Character of the Built and Historic Environment

CHERWELL LOCAL PLAN 1996 SAVED POLICIES (CLP 1996)

* C28 – Layout, design and external appearance of new development
1. Other Material Planning Considerations
* National Planning Policy Framework (NPPF)
* Planning Practice Guidance (PPG)

The National Planning Policy Framework (2012) states that advertisements should be subject to control, only in the interest of amenity and public safety.

“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts” (Para 67).

1. **APPRAISAL**
2. The key issues for consideration in this case are:
* Design, and impact on the character of the area
* Highway Amenity

Impact on visual amenity

1. The 2 directory signs and the 5 directional signs are visible from the internal roads running through the site. The palette of colours used on the signage serves to replicate the historic signage previously used on the site. Furthermore, they have been designed to reflect the former military use of the airbase.
2. The proposals have been considered as part of the cumulative impact of the wider advertising in the area and the impacts that it may have on the Heyford Conservation area. Due to the size and appearance of the signs, it is not thought to be so harmful as to justify refusal of consent. In addition, no comments were received from the Conservation Officer.
3. Overall, the proposed signage is not considered to demonstrably harm the visual amenities of the locality. It is there for considered that the proposal is acceptable and complies with Policy C28 of the Cherwell Local Plan 1996 and ESD15 of the Cherwell Local Plan 2011-2031 and Government Guidance contained within the Framework

Impact on highway amenity

1. The proposed signage is located at six locations across the RAF Upper Heyford Base (on the north side of Camp Road). Locations 1 and 2 are located to the south of the flying field, whereas locations 3, 4, 5 and 6 are located north of it. All of the proposed locations are sited on the internal roads within the base and therefore would not experience high volumes of through traffic.
2. All of the signage is non-illuminated and therefore is unlikely to pose any risk to highway safety
	1. Overall, due to the nature of the internal roads and their use, the proposed signed is not considered to present a risk to public safety or highway safety due to its scale and position (in relation to the highway).
3. **CONCLUSION**
4. The proposed advertisement would not adversely affect local highway safety, would not adversely affect visual amenity and would respect the character and appearance of the RAF Upper Heyford Conservation Area. Therefore the proposed development would comply with Policy ESD15 of the Cherwell Local Plan 2011-2031, and Government guidance contained within the Framework.
5. **RECOMMENDATION**
	1. That permission is granted, subject to the following conditions:

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| 1. At the end of a period of five years form the date of this decision, this consent for the display of advertisements will lapse.

Reason - By virtue of Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 20071. Except where otherwise stipulated by condition, the application shall be carried out strictly in accordance with the Application Form, Covering Letter (RR/CP/CIR.D.0342) and drawings numbered D.0341\_61-1; D.0341\_61-2; D.0341\_61-3; and D.0341\_61-4.

Reason - For the avoidance of doubt, to ensure that the development is carried out only as approved by the Local Planning Authority and to comply with Government guidance contained within the National Planning Policy Framework.1. (a) No advertisement shall 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:- 1. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
2. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
3. 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 - By virtue of Regulation 14 (1) (a) and Schedule 2, of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.PLANNING NOTES1. In accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015 and paragraphs 186 and 187 of the National Planning Policy Framework (March 2012), this decision has been taken by the Council having worked with the applicant/agent in a positive and proactive way as the decision has been made in an efficient and timely way.
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| CASE OFFICER: Matthew Coyne  | DATE: 5 August 2016 |
| CHECKED BY:  | DATE: 26.08.16 |