DELEGATED REPORT

Recommendation Made: 13 April 2011

Reference:- 11/00128/ADV **Parish:- Barwell Parish Council**

Applicant:- Mr Graham Tandy
The Pingle
Ashby Road
Barwell
Leicester

Location:- The Pingle Ashby Road Barwell Leicester Leicestershire

Proposal:- INSTALLATION OF NON ILLUMINATED SIGNS (RETROSPECTIVE)

Introduction:-

This application seeks approval for the retention of two signs located in a 'V' formation on the frontage of this commercial premises. The application follows an investigation into the alleged unauthorised display. The Pingle is an established Pet Shop business and is located on the western side of the A447 (Ashby Road) between the settlements of Stapleton and Hinckley. The signs were previously illuminated but a recent site inspection has revealed that the fitments have recently been removed.

The advertisements measure 1.5 m high x 3m wide displayed on posts in a 'V' formation. The overall height of the advertisements is 3 metres. The signs are located behind the 1.4 m high hedge to the front of the site. The signs are of modern materials with cream lettering on a green background.

The site is located outside development limits and within the countryside, as defined by the adopted Hinckley and Bosworth Local Plan. There are other isolated dwellings and farmsteads located along this part of Ashby Road.

The application was originally submitted for illuminated signs and a Light Assessment was submitted which stated that trough lights were provide with T8 flurescent tubes approximately 500 LUX. It stated that the trough design and shields ensures that light is only transmitted to the sign.

Confirmation has been received from the agent that the illumination has been removed and advising that the application now relates to non-illuminated signs, amended plans have been received which remove the lighting.

History:

11/00127/FUL Extension to existing car parking facilities (Retrospective) Approved 04.04.11

05/00286/CLU Certificate of existing lawful use For occupation of the dwelling without complying with agricultural occupancy condition Approved 28.02.05

02/01206/CLU Established use certificate for pet shop business Approved 09.06.03

Consultations:-

No objections received from:

The Director of Environment and Transport (Highways)

Peckleton Parish Council notes that the application is retrospective and considers that there is no objection to

a sign in principle but considers this sign to be much larger and obtrusive than necessary.

Development Plan Policies:-

National policy guidance
- Planning Policy Guidance 19 (PPG19)
- Circular 03/07

Hinckley _ Bosworth Local Plan

BE1- Siting and Design
NE5- Development in the Countryside
T5 - Highway Safety and Design

Appraisal:-

The main considerations in respect of this application are the impacts of the advertisements visual amenities of the countryside, on neighbours amenity and upon highway safety.

Principle

The site is situated within the countryside, where advertisements of this nature would not normally be allowed, as they constitute unnecessary clutter in a countryside location. However, the site is an established business which has been in operation for some considerable time. It is noted that, along this main road into Hinckley there are a number of businesses with advertisements displayed. The applications identified along this part of Ashby Road which have been approved are all for non-illuminated signage. The application, as amended, is therefore considered to be acceptable in principle subject to all other planning considerations being acceptable.

Visual Amenity

Policy BE1 requires development to complement or enhance the character of the surrounding area with regards to scale, layout, design and materials used and policy NE5 seeks to protect the countryside for its own sake and suggests that development should have no adverse impacts on its character or visual amenity. The advertisement signs are of a significant size located prominently at the site frontage. However, it is considered that the signs are less intrusive without illumination and given the dark green background and cream lettering which is sympathetic to the countryside location, they are considered to be acceptable in terms of visual amenity and the countryside location.

Neighbours Amenity

There are no near neighbours to the site considered to be affected by the signage.

Highway Safety

The Director of Environment and Transport (Highways) has raised no objections to the proposal.

Conclusion

The two non-illuminated advertisement signs displayed at this location are not considered to adversely affect public or highway safety, or to have a detrimental impact on either visual amenity or on the character of the countryside. Accordingly, their display is considered acceptable.

Recommendation:- Consent to Display Advertisement subject to the following conditions:-

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Having regard to the pattern of existing development in the area, representations received and relevant provisions of the development plan, as summarised below, it is considered that the proposed advertisements

would be in accordance with the development plan and would not harm public or highway safety or visual amenity. Therefore their display is considered acceptable.
Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1, NE5 and T5

1 The development hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, and Site location plan received 18 February 2011, elevation detail as amended and shown on Drawing 4254/2-0164/2 dated 19 April 2011. Email from Agent dated 31March 2011 and Drawing 4254/2-0164/2 received on 19 April 2011 (as amended removing all apparatus for illumination from the scheme).

Reasons :-

1 For the avoidance of doubt and in the interests of proper planning.

Notes to Applicant:-

1 There is currently an enforcement investigation in relation to the further signage located on top of the fence along the frontage of the site, these do not form part of this approval and represent unnecessary clutter within the countryside. You are advised to remove all unauthorised signage from the site.

Contact Officer:- Louise Forman Ext 5682