**DELEGATED REPORT**

**Reference:- 11/00828/ADV** **Parish:-**

**Applicant:- Mr Paul Fisher**
**Delaware Drive**
**Tongwell**
**Milton Keynes**
**Buckinghamshire**

**Location:- Midland Distribution Centre Markfield Road Groby Leicester Leicestershire**

**Proposal:- ERECTION OF 2NO. ILLUMINATED FASCIA SIGNS AND 1NO. ILLUMINATED PYLON SIGN**

**Introduction:-**

Advertisement consent is sought for the installation of 2 no. illuminated fascia signs and 1 no. illuminated pylon sign.

Advertisement 'A' is a fascia sign measuring 4100 mm in length by 600 mm in height with lettering and symbols measuring a maximum of 700 mm in height positioned 3600 mm above ground level and 200 mm from the face of the building. The sign will be constructed in aluminium with a blue finish with white lettering and their trademark logo and will be internally illuminated with a maximum luminance level of 500 candelas per square metre.

Advertisement 'B' is a fascia sign measuring 3050 mm in length by 600 mm in height with lettering to a maximum of 500 mm in height positioned 3600 mm above ground level and 200 mm from the face of the building. The sign will be constructed in aluminium with a blue finish with white lettering of the dealer's company name and will be internally illuminated with a maximum luminance level of 500 candelas per square metre.

These advertisements are set to be located on the northern elevation of the main building on site.

Advertisement 'C' is a pylon sign measuring 6500 mm in height by 1800 mm in width and 300 mm in depth with lettering and symbols measuring a maximum of 800 mm in height. The sign will be constructed in aluminium with a white and blue finish with blue lettering and their trademark logo and will be internally illuminated with a maximum luminance level of 500 candelas per square metres.

This advertisement is set to be located to the northern periphery of the site in order to be visible from Markfield Road.

The site is located outside the settlement boundary of Groby and as a designated employment site, as defined by the adopted Hinckley and Bosworth Local Plan.

The application is not accompanied by any technical documentation.

No relevant planning history.

**Consultations:-**

No objections from the Director of Environment and Transport (Highways)

**Development Plan Policies:-**

Applications for advertisement consent are considered against the statutory requirements of S.220 of the Town and Country Planning Act 1990 (as amended). The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 confirms that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

(a)the provisions of the development plan, so far as they are material; and
(b)any other relevant factors.

**Central Government Guidance**

Planning Policy Guidance Note 19: Outdoor Advertisement Control

Circular 03/2007: Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning Policy Statement 23: Planning and Pollution Control

**Hinckley and Bosworth Local Development Framework Core Strategy 2009**

None relevant

**Hinckley & Bosworth Local Plan (2001)**

The site lies outside of the settlement boundary of Groby, as defined in the adopted Hinckley and Bosworth Local Plan.

Policy NE5: Development in the Countryside

Policy EMP1: Existing Employment Sites

Policy BE1: Design and Siting of Development

Policy BE26: Light Pollution

Policy T5: Highway Design and Vehicle Parking Standards

Policy NE19: Charnwood Forest

Policy NE21: The Principles of Development within the National Forest

Policy NE22: Criteria for Consideration of Development Proposals within the National Forest

**Appraisal:-**

The main considerations in the determination of this application relate to visual amenity and highway safety.

**Visual Amenity**

The site is situated within the countryside, where the display of advertisements requires careful consideration to ensure they do not result in unnecessary harm to the character of the countryside. 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 site is an established employment site, with dense vegetation to the south and there are mature hedgerows to the northern and eastern peripheries. The 2 no. fascia signs are set to replace existing advertisements on site and as such the most significant difference is the erection of the 1 no. pylon sign. It is considered that the proposed advertisements by virtue of the number and luminance are not considered to make a significant contribution to the urbanisation of the location, over and above that exerted by the existing premises.

Given the existing employment status and urban character of the site, it is not considered that the proposed advertisements by virtue of the number and luminance are considered to result in any significant urbanisation of this location, over and above that exerted by the existing premises. In addition, the proposed advertisements by virtue of their siting and presence of natural screening are not considered to be to the

detriment of the character and location of the countryside beyond.

**Highway Safety**

The advertisements have been considered by Director of Environment and Transport (Highways) whom has no comments to make. As such it is not considered that the advertisements would be to the detriment of highway safety.

**Conclusion**

In conclusion, the advertisements are located to the sites frontage, are illuminated and displayed within an area of countryside where advertisements are carefully controlled, however the advertisements are not considered to be significantly harmful to the visual character of the rural surroundings or highway safety. Accordingly, it is recommended that the application be granted advertisement consent, subject to the imposition of conditions.

**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 subject to compliance with the conditions attached to this permission, the proposed development would be in accordance with the development plan as the signage would not be harmful to visual amenity, public safety or impact adversely upon the setting of this countryside setting.

Within the context of the statutory requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Hinckley & Bosworth Borough Council Local Plan (2001) :- Policies NE5, EMP1, BE1, BE26, T5, NE19, NE21, NE22.

1 The advertisement hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted drawings details: OS Sitemap (Scale 1:1250); Block Plan (Scale: 1:1500) Drawing No. R7-AMEND; Block Plan (Scale 1:500) Drawing No. R7-AMEND; Proposed Plans and Elevations (Scale 1:50) Drawing No's R7-AMEND received by the Local Planning Authority on 7 December 2011.

2 The advertisements hereby approved shall be constructed in strict accordance with the details indicated on the application form and retained this way thereafter.

3 The maximum luminance of the advertisements hereby approved shall not exceed 500 Candelas per square metre.

**Reasons :-**

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

2 To enable the Local Planning Authority to retain control over this important detail to accord with Policy BE1 and NE5 of the Hinckley and Bosworth Local Plan.

3 To limit the intensity of the light and thereby reduce the potential glare and dazzle which might distract drivers, in the interests of highway safety to accord with Policy T5 of the Hinckley and Bosworth Local Plan.

**Notes to Applicant:-**

1 Bats, nesting birds, great crested newts and certain other species are protected by law. If any such species are discovered before or during the works the works must be suspended and the local office of

Natural England contacted for advice.

2 This permission does not grant approval under the Building Act 1984 and the Building Regulations 2000 (as amended) for which a separate application may be required. You are advised to contact the Building Control Section.

3 As from 6 April 2008 this Authority are charging for the discharge of conditions in accordance with revised fee regulations which came into force on that date. Application forms to discharge conditions and further information can be found on the planning portal web site www.planningportal.gov.uk.

4 All works within the limits of the Highway with regard to the access shall be carried out to the satisfaction of the Southern Area Manager (0116 3052202).

**Contact Officer:- Ebbony Mattley Ext 5691**