DELEGATED REPORT

Recommendation Made: 13 June 2011

Reference:- 11/00326/ADV **Parish:- Hinckley**

Applicant:- Peugeot Motor Company PLC
Pinley House
2 Sumbeam Way
Coventry
CV3 1ND

Location:- 60 London Road Hinckley Leicestershire LE10 1HL

Proposal:- ERECTION OF SIX ILLUMINATED AND NON ILLUMINATED ADVERTISEMENTS

Introduction:-

Advertisement consent is sought for the installation of 7 no. advertisements.

Advertisement 'B' will display the name 'PEUGEOT' in individual lettering, measuring 550 mm in height by 642 mm in width, projecting by 215 mm from the premises at a height of 2.4 metres from ground floor level. The lettering will be Perspex with a chrome finish and be internally lit with luminance level of 1000 candelas per square metre.

Advertisement 'C' will display the words 'RESEARCH GARAGE' in individual chrome finish Perspex letters. The sign would measure 275 mm in height by 361 mm in width, positioned 2.4 metres above ground level and project from the front of the building by 215 mm and be internally lit with a luminance level of 1000 candelas per square metre.

Advertisements 'A' and 'D' are both three strips of illuminated Perspex with a chrome finish, each measuring 865 mm in height by 550 mm in width, projecting 125 mm from the premises. Each signage is set to be positioned at 2.4 metres from ground floor level at either end of the Peugeot garage and be internally lit with a luminance level of 1000 candelas per square metre.

Advertisement 'E' is a chrome finish Perspex fascia sign in the shape of the Peugeot lion, measuring a maximum of 900mm in height by 862 mm in height, positioned 2.4 metres above ground level and project from the front of the premises by 215mm. This will be internally lit with a luminance level of 1000 candelas per square metre.

Advertisement 'F' is a non illuminated portique aluminium sign, with a chrome finish, positioned around the entrance door. The left panel and above panel would measure 225 mm in width with the right panel 300 mm in width, with the left and right panel to the same height of the existing door.

Advertisement 'G' has been amended during the course of the application and now proposes a flag sign. The pole's widths of 200mm by 170mm is set to measure a maximum height of 6500 mm with the proposed flag measuring 2000mm in height projecting off the pole by 1000mm. This is intended to be internally lit with a luminance level of 800 candelas per square metre.

The application also refers to the aluminium panels from which advertisements A-G inclusively are set to be installed upon. It is the intention to change these from the current electric blue to the proposed dark blue RAL5011 finish.

Following concerns raised by officers, Advertisement G the proposed totem sign has been omitted and in a lieu a flag pole advertisement is proposed. Re-consultation has been undertaken. In addition, additional information has been provided during the course of the application including the proposed hours of illumination from 06:00 am to 20:00 pm and the opening hours for the for the site are 08:30am to 17:30 pm Monday to Friday and 08:30 am to 12:00 noon on a Saturday.

The premises are located behind a petrol filling station which fronts London Road, with a public house and North Warwickshire and Hinckley College stand to the west and No. 62 London Road adjoins the site to the east. The premises can be viewed through the petrol filling station from residential properties 119-123 London Road and the rear gardens of residential properties on London Road, Forest Road and Glebe Road back onto the site to the north, east and south east. The site is located within the settlement boundary of Hinckley, as defined by the adopted Hinckley and Bosworth Local Plan.

History:-

09/00407/ADV	Erection of signs	Approved	04.08.09	
09/00406/FUL	Re-cladding of car showroom	Approved	04.08.09	
90/00026/4	Redevelopment of existing Petrol filling station	Approved	20.02.90	
85/00448/4	Retention of temporary mobile	Approved	15.07.85	
83/00263/4 to use for car parking	Change of use of garden	Refused	24.05.83	Land
83/00917/4	Extension of existing garage workshop building to rear of the site	Refused	24.01.84	
79/02272/4 awaiting delivery	Temporary storage of new Rear of research garage	Approved	22.01.80	Cars
75/01401/4M	Erection of two offices Garage premises	Approved	28.10.75	

Consultations:-

No comments from:-

Director of Environment and Transport (Highways)

No objection subject to conditions from:-

Head of Community Services (Pollution)

Two letters of objection has been received raising the following concerns:-

a) the hours of illumination – expect there to be a latest switch off time of 11pm
b) increase of light pollution – spread of unnecessary upward light; light should shine downwards
c) no Environmental Impact Assessment has been undertaken

Development Plan Policies:-

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

Local Development Framework: Core Strategy (2009)

Policy 1: Development in Hinckley

Hinckley & Bosworth Local Plan (2001)

The site is within the settlement boundary of Hinckley, as defined in the adopted Hinckley and Bosworth Local Plan.

Policy BE1: Design and Siting of Development

Policy BE26: Light Pollution

Policy T5: Highway Design and Vehicle Parking Standards

Supplementary Planning Guidance/Documents

Shopping and Shop Fronts Supplementary Planning Document (2007)

Appraisal:-

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

Visual Amenity

All of the proposed advertisements are set to replace existing advertisements on site, approved through a previous grant of advertisement consent (ref: 09/00407/ADV).

The majority of the signs, within the exception of advertisement G are to be located on the main garage premise, which are set off the highway and located in a fairly un-prominent location the forecourt of the petrol filling station.

The most visually prominent advertisement would be advertisement G, given its siting to the front of the site. However, this advertisement is set to replace an existing flag pole sited in the same position, as such the visual impacts are not considered to be over and above that exerted by the existing advertisement.

Advertisements B and C, displaying 'PEUGEOT' and 'RESEARCH GARAGE', respectively are intended to increase in scale, as is the Peugeot lion fascia (Advertisement E) . Whilst some elements are intending to increase in scale, the overall scale of the advertisements in comparison to the scale of the building from which they are intended to be installed upon, ensure that they remain subservient.

The use of the materials are aluminium and Perspex with chrome finishes and overall the use of the materials, in conjunction with the next dark blue panels is considered to represent a visual improvement over and above that of the existing premises.

In summary, by reason of design, scale, positioning and appearance the advertisements are considered acceptable.

Highway Safety

Advertisement G is set to be internally illuminated to 800 candelas per square metre to replace an existing internally illuminated flag pole in the same position. In terms of pedestrian safety, the Highway Authority seek that signs (or part thereof) over a footway must have at least 2.4 metres clearance above the level of footway and 0.5 metres clearance from the edge of the carriageway. The proposed flag part of the advertisement would be positioned at a height well above that of the height sought, and positioned 0.5 metres from the edge of the carriageway and as such there are no impacts upon pedestrian safety. The advertisement has been considered by the Director of Environment and Transport (Highways) whom has no comments.

Given the siting of the other advertisements some 38 metres back from the highway, it is not considered that

there would be any significant impacts upon highway safety.

In summary, it is considered that by reason of scale, positioning and luminance levels that the proposed advertisement would not have any significant impacts upon highway safety.

Other Matters

In response to the neighbouring letters of objection, the luminance levels have been considered by both the Director of Environment and Transport (Highways) and Head of Community Services (Pollution) whom have no objection, subject to restricting the hours of luminance. The spillage of the light for advertisements A-E has been shown within the submitted details and it is considered that this would be minimal and therefore would not cause any significant spillage beyond the application site. The totem sign which originally proposed two external lights shining upwards has now been omitted from the application and as such no further consideration on this matter is now required. An Environmental Impact Assessment would not be required for this application as the advertisements are not a SCHEDULE 1 development; are not located in a sensitive area; are not s identified in the first column of SCHEDULE 2 (10, (b)); do not exceed any SCHEDULE 2 threshold. (10) and do not raise any other significant environmental effects.

Conclusion

In conclusion, it is considered that that the advertisement is acceptable in terms of visual amenity and 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 advertisement would not be harmful to visual amenity or public safety.

Hinckley & Bosworth Local Plan (2001):- Policies BE1, BE26, T5.

Hinckley & Bosworth Borough Council Local Development Framework: Core Strategy (2009): - Policy 1

1 The advertisement hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the amended drawings details: Site Location Plan (Scale 1:1250); Block Plan (Scale 1:500); Drawing No's 1; 2; 5 and 6 (Job No: PE01-0003/13868) received by the Local Planning Authority 26 May 2011.

2 The signage shall be constructed in materials and finishes proposed within the submitted details, unless otherwise agreed in writing by the Local Planning Authority and thereafter maintained as such.

3 The maximum luminance of advertisements A, B, C, D and E shall not exceed 1000 Candelas per square metre.

4 The maximum luminance of advertisement G shall not exceed 800 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 of the Hinckley and Bosworth Local Plan.

3 To limit the spillage of light toward nearby residential dwellings to accord with Policy BE1 of the Hinckley and Bosworth Local Plan.

4 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 and to limit the spillage of light toward nearby residential dwellings to accord with Policies BE1 and 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).

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