DELEGATED REPORT

Recommendation Made: 18 October 2011

Reference:- 11/00626/ADV **Parish:- Burbage Parish Council**

Applicant:-
1 The Beacons
Beaconsfield Road
Hatfield
AL10 8RS

Location:- Spar 21 Lutterworth Road Burbage Hinckley Leicestershire

Proposal:- INSTALLATION OF ILLUMINATED ADVERTISEMENT

Introduction:-

This application seeks approval for advertisement consent for the erection of an illuminated sign on the ATM on the north eastern elevation of this retail premises.

The unit is located within a residential area of Lutterworth Road, Burbage.

Relevant Planning History: -

78/01189/4 - Erection of Illuminated Box Sign - Advertisement Consent - 11.08.1978
85/00902/4 - Erection of Porch and Internal Alterations - Planning Permission - 29.10.1985
08/00137/COU - Change of Use of Existing Building From Social Club with Attached Stewards Accommodation to Licensed Restaurant with Private Dwellings - Planning Permission - 08.05.2008
09/00321/COU - Change of Use from Liberal Club to Convenience Store Including Extensions and Alterations to Building - Planning Permission - 24.07.2009
10/01010/FUL - Installation of ATM - Refused - 15.02.2011
11/00625/FUL - Relocation and Installation of ATM - Planning Permission - 23.09.2011

Consultations:-

No objection has been received from: -
Director of Environment and Transport (Highways)
Burbage Parish Council

One letter of objection has been received raising the following concerns: -

a) Juveniles are smoking drugs in the car park.
b) The repositioning of the ATM will cause more noise.
c) The illumination of the signage will cause more intrusive light.

Development Plan Policies:-

National Policy Guidance

Planning Policy Guidance 19 (PPG19)
Circular 03/07

Local Development Framework: Adopted Core Strategy (2009)
No relevant policies

Adopted Hinckley and Bosworth Local Plan

The site lies within the settlement boundary of Burbage as defined in the adopted Hinckley and Bosworth

Local Plan.

Policy BE1- Design and Siting of the Development
Policy T5 - Highway Design and Vehicle Parking Standards

Supplementary Planning Guidance: Shopping and Shop Fronts (SPG)

Appraisal:-

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.

The main considerations with regards to this application are the acceptability of the advertisement in terms of visual amenity and highway safety.

Amenity.

The ATM advertisement is to be located on the north eastern elevation of the Spar retail unit on Lutterworth Road, Burbage and is located away from residential properties. The signage comprises a LED backlit surround to the existing ATM. The design is typical of many other ATM surrounds and the illumination by virtue of its LED characteristics will be unobtrusive. The advertisement is small in scale in relation to other signage located on the retail unit and does not result in any material impact upon visual or residential amenity.

In response raised over the intrusive nature of the illumination to the occupiers of 15 Lutterworth Road, the ATM is separated from the neighbouring property by existing boundary treatment consisting of a dwarf wall and fence approximately 2 metres in height, and it is it not considered to be significantly above the overall background lighting is not considered to be excessive in comparison to the lighting within the surrounding environment.

Impacts on the Highway.

Although the proposed advertisement is visible from the public highway, however in the absence of any objection from the Director of Environment and Transport (Highways) it can not be considered to be a detriment of highway safety.

Other Matters.

In relation to the concerns raised over the increase in noise from the location and concerns raised over the safety of the users of the ATM this issue was considered as part of the previous application for the relocation of the ATM and is not a matter for consideration under this application.

Conclusion

The proposed signage is considered to not result in any material harm to amenity or highway safety is therefore 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 advertisement would be in accordance with the development plan and would not harm public or highway safety or visual

amenity. Therefore its display is considered acceptable in this location.

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) :- BE1 and T5

1 The proposed development hereby permitted shall not be carried out unless in accordance with the application details: - Site Location Plan to a scale of 1:1250 received 05 September 2011; Site Block Plan to a scale of 1:500 received 05 September 2011; Existing and Proposed Plans and Elevations to a scale of 1:100, 1:25 and 1:50 drawing number E007114 Rev 01 received 05 September 2011.

Reasons :-

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

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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