**DELEGATED REPORT**

**Reference:- 11/00672/ADV** **Parish:- Earl Shilton Town Council**

**Applicant:- Mr John Bridges**
**22 Abbey Street**
**Nuneaton**
**Warwickshire**
**CV11 5BD**

**Location:- Co-Operative Funeral Service Kings Walk Earl Shilton Leicester Leicestershire**

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

**Introduction:-**

This application seeks advertisement consent for the installation of 1 replacement static internally illuminated fascia advertisement, 1 replacement static non-illuminated fascia advertisement and 1 replacement static non-illuminated free standing double sided advertisement mounted on two poles advertising The Co-operative Funeral Care.

Fascia sign 1 is to be mounted on the front elevation of the building and measures 8.72 metres in width x 0.6 metres in height and will be 100 millimetres deep. It is constructed of powder coated aluminium in corporate colours and with back illuminated acrylic lettering illuminated to 240 candelas per square metre

Fascia sign 2 is to be mounted on the side elevation of the building and measures 2.17 metres in width x 0.6 metres in height and will be 50 millimetres deep. It is constructed of powder coated aluminium in corporate colours and with acrylic lettering.

The free standing sign is to be mounted on two existing square metal poles attached to a wall forming the side boundary of the forecourt. It measures 2.44 metres in width x 1 metre in height.

The site is located on the east side of Kings Walk within the local shopping centre of Earl Shilton. The building has an 'L' shaped footprint and is constructed of light brown facing bricks, white window frames and a shallow mono-pitch roof. It is set back from the highway by 5.5 metres with a parking forecourt. There is a car park to the rear of a retail unit to the south, a hotel to the west and residential properties to the north and east.

**Relevant Planning History:-**

None.

**Consultations:-**

No objections have been received from Director of Environment and Transport (Highways) and refers to standing advice.

No responses have been received at the time of writing this report from:-

Earl Shilton Town Council
Ramblers Association
Neighbours

**Development Plan Policies:-**

National Policy Guidance

Planning Policy Guidance Note 19 - Outdoor Advertisement Control
Planning Policy Statement 23: Planning and Pollution Control

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

Adopted Core Strategy (2009)

No relevant policies

Adopted Local Plan (2001)

The site is within the settlement boundary of Earl Shilton and within the designated local shopping centre, as defined in the adopted Hinckley and Bosworth Local Plan.

Policy BE1: Design and Siting of Development
Policy BE26: Light Pollution

Other Documents

Shopping and Shop Fronts Supplementary Planning Document (2007)

**Appraisal:-**

The main considerations in respect of this application are the design and siting of the replacement advertisements and their impact on visual amenity, residential amenity and highway safety.

The proposed fascia advertisements will be mounted on the front and side elevations of the building immediately above the windows and replace signs of similar size and scale. Their design, size and scale is appropriate for the building on which they are to be mounted and will not adversely affect the character or appearance of the building or be unduly prominent in visual terms in the street scene. The signs will be constructed of modern materials. The logo and text will represent the current corporate design and will use standard corporate colours and are considered to be acceptable in size and appearance for the character of this retail area. The level of the internal illumination of the front elevation sign at 240 candelas per square metre is considered to be appropriate to the character of the area. is not excessive and is well below the Leicestershire County Council's Standing Advice note on illumination for advertisements in town centre locations such that no adverse impact will result on highway safety from glare to highway users.

The proposed free standing sign will be mounted on existing metal poles and will replace an existing sign of similar size and scale. As a result of its siting, design, size and scale it will not be unduly prominent in visual terms within the street scene. The sign will be constructed of modern materials. The logo and text will represent the current corporate design and will use standard corporate colours and is considered to be acceptable in size and appearance for the character of this retail area. Whilst the base of the sign will be only 1.8 metres above ground level and therefore less than the 2.3 metres minimum required by Leicestershire County Council's Standing Advice note on advertisements, the sign is located adjacent to a boundary wall and will not overhang the highway therefore the proposal will not result in any adverse impact on pedestrian safety. The Director of Environment and Transport (Highways) has no objection and refers to the Leicestershire County Council's Standing Advice note on advertisements.

As a result of the design, siting and level of illumination of the signs and their relationship to neighbouring residential properties, none of which directly face the site, no adverse impact on residential amenity will result.

Conclusion

Overall the proposed signs represent reasonable replacement advertisements at this commercial premises. As a result of the design, scale positioning, appearance and level and type of illumination the proposed advertisements they will not have any adverse impact on the character or visual appearance of the building or the surrounding retail area, residential amenity or highway safety and are considered to comply with policies BE1 and BE26 of the adopted Local Plan and are therefore recommended for advertisement consent subject to a condition limiting the luminance level and other standard 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 and character 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 advertisements would not be harmful to visual amenity, residential amenity or highway safety.

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

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

1 The advertisements hereby granted consent shall be constructed, finished and displayed in strict accordance with the submitted details and specifications within the application form, Site Location Plan at 1:1250 scale and proposed layout and Elevations Drawings received by the local planning authority on 23 November 2011 and thereafter maintained as such.

2 The maximum luminance of the front elevation fascia sign light source shall not exceed 600 candelas per square metre.

**Reasons :-**

1 For the avoidance of doubt, in the interests of proper planning and to enable the local planning authority to retain control over these important details to accord with policy BE1 of the Hinckley and Bosworth Local Plan.

2 To ensure that the proposed sign illumination is compatible with the area to accord with policies BE1 and BE26 of the adopted 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 No part of any signs or their supports shall be positioned in/on/over/upon or within any part of the public highway.

**Contact Officer:- Richard Wright Ext 5894**