DELEGATED REPORT

Recommendation Made:

Reference:- 11/00369/ADV **Parish:- Barlestone Parish Council**

Applicant:-
Central House
Hermes Road
Lichfield
Staffs

Location:- 5 West End Barlestone Nuneaton Leicestershire CV13 0EJ

Proposal:- ERECTION OF ILLUMINATED SIGNAGE (RETROSPECTIVE)

Introduction:-

This application seeks retrospective advertisement consent for the replacement of one facia sign and three window signs at the co operative retail unit, 5 West End, Barlestone.

The replacement facia sign consists of a green background with blue and white text and is 7040mm in length, 765mm in height and projects 25mm from the building. The fascia sign is illuminated by a trough light which is mounted above the sign

The three window signs have been bonded to the external glazing of the shop front window and each sign measures 1670mm in length and 1560mm in height and are filled with images and text relating to the A1 function of the retail unit.

It was noted that from the site visit conducted, the pilaster, pilaster base, console bracket and corbel have been painted white and are not blue as indicated on the submitted plans.

Planning History

00/00938/FUL - Alterations to shop front and installation of security shutter
03/01281/FUL - Installation of ATM satellite dish
11/00369/ADV - Erection of illuminated signage

Consultations:-

The Local Planning Authority has received no objection from:-

Barlestone Parish Council
Director of Environment and Transport (Highways)
Neighbour consultations
Ward members

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.

National Planning Policy

Planning Policy Guidance 19 - Outdoor Advertisement Control
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Circular 03/2007

Development Plan Documents:-

Hinckley and Bosworth Local Plan 2001

BE1
T5

The Adopted Core Strategy 2009

No policies.

Shopping and Shop Fronts Supplementary Planning Document

Appraisal:-

This retail unit is within the settlement boundary and designated retail area of Barelstone and the erection of signs on buildings to advertise or promote the authorised use and services offered by the vendor is considered acceptable in principle in this location.

The main considerations with regards to this application are the impact on visual amenity and highway safety.

Impact on the appearance of the building

The shop front of this retail unit is traditional in style and typical in terms of size and prominence of a village retail store. The fascia sign has been sited between the console brackets and as such, all of the architectural character of the building has been retained. The three replacement window advertisements which have been bonded to the glazing panels have been sited between the window frames and such; there is still an element separation which helps retain the window detail.

Visual amenity and highway safety

The shop frontage is visible from the highway (West End) and although the shop front is set back a distance of 2 metres from the pavement, the unit is a key feature in the visual corridor that exists along Barton Road. However, due to the appropriate size and siting of the advertisement as outlined above, it is not considered that the advertisements have a detrimental affect on visual amenity. The signs are externally illuminated using a trough light which shines towards the building and not the highway, as such it is considered that this does not cause distraction to highway users and is therefore acceptable.

Other matters

Since the receipt of the application the architectural detail has been painted white, this is actually considered a more appropriate back drop colour when viewed in conjunction with the colour palette of the signage applied for.

As this application is retrospective in nature there are no conditions other than those standard conditions which are necessary or appropriate.

Recommendation:- Consent to Display Advertisement

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.

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

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:- Nick Cox Ext 5659