DELEGATED REPORT

Recommendation Made: 26 April 2011

Reference:- 11/00144/ADV **Parish:- Hinckley**

Applicant:- Mr Jeffery Poonawala
Charlwood House
The Runway
South Ruislip
Middlesex

Location:- Unit E Maple Drive Hinckley Leicestershire LE10 3BE

Proposal:- INSTALLATION OF ADVERTISEMENTS.

Introduction:-

Advertisement consent is sought for the Installation of 6 no. internally illuminated circulation signs and 1 no. internally illuminated portico sign. For the avoidance of doubt the plans submitted with the application show a series of non-illuminated elevation signs and window graphics that are not the subject of this application.

The 6 no. circulation free standing sings measure 1200 mm in height by 760 mm in length and 100 mm in width with the letters measuring 450 mm and logo 1420 mm. The sign will constructed in metal and plastic with a red finish with white coloured text and will be internally illuminated luminance level of 300 candelas per metres squared. The signs are set to be positioned throughout the site to allow for navigation and increased legibility.

The 1 no. portico sign set would measure 1750 mm by 1750 mm and would project from the building by 196 mm and will constructed in plastic with a red, white and black finish. The sign would be positioned above the entrance at approximately 2700 mm above ground level and will be internally illuminated with a luminance level of 300 candelas per metres squared.

The site is to the north of Coventry Road and to the west of the Ashby Canal. The application site forms a small part of the partially complete Tungsten Park development and is in place of one of the previously approved car showrooms on the Coventry Road frontage.

For the avoidance of doubt, following concerns raised by officers the external corporate internally illuminated pylon sign has been omitted from the application. Furthermore, the advertisements area generally in accordance with the indicative details provided to accompany the recent planning application.

The application is not accompanied by any technical documentation.

Planning History

10/00992/CONDIT	Variation of Condition No.2 of Planning permission 10/00695/FUL to amend the size of the building	Approved	03.02.11
10/00695/FUL	Erection of a single storey "drive through" A3/A5 restaurant, including details of parking, hard landscaping, and external amenity area	Approved	09.11.10

Consultations:-

No objections from:-

Ashby Canal Association
The Inland Waterways Association

No objection subject to conditions from:-

Director of Environment and Transport (Highways)

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

Hinckley and Bosworth Local Development Framework Core Strategy 2009

Policy 1: Development in Hinckley

Adopted Hinckley and Bosworth Local Plan 2001

The site lies adjacent to Ashby-de-la-Zouch canal, with is a designated Conservation Area and is afforded protection through Policy BE7 and Policy REC6 of the Hinckley and Bosworth Local Plan.

Policy EMP4: Employment

Policy BE1: Design and Siting of Development

Policy BE7: Development in Conservation Areas

Policy NE4: Areas of Separation

Policy REC6: Ashby Canal Corridor

Policy BE26: Light Pollution

Policy T5: Highway Design and Vehicle Parking Standards

Appraisal:-

The main considerations with regards to this application are the acceptability of the advertisement in terms of visual amenity and highway safety and the impact upon Ashby Canal Conservation Area.

The proposal is located to the west of the Ashby Canal Conservation Area. It is a statutory requirement that any new development should at least preserve the character of the conservation area. There is some existing screening to the east of the site and it is not considered that the signage would be to the detriment of the Ashby Canal Conservation Area because of this natural screening. This notion is supported by the no objection comments received from both the Ashby Canal Association and the Inland Waterways Association.

By virtue of the nature of advertisements it is considered that the portico sign would appear prominent on the main building, but on balance not considered dominant and to the detriment of the building to its architectural integrity. The circulation signs are considered to be necessary ancillary advertisements and generally subservient in relation to the main building and scheme overall.

The finishing colours, logo and text will be of a modern design using the traditional corporate colours that will be in keeping the with character of the main KFC building and also within the wider area of Tungsten Park.

In summary, there has been no concerns raised that the erection of signage would result in any significant adverse impacts upon the character and appearance of the Conservation Area over and above that of the surrounding uses. As such it is considered by reason of design, scale, positioning and appearance the signage is considered acceptable and would at least preserve the character of Ashby Canal Conservation Area when considered against the wider context of the conservation area and influencing adjacent developments.

The Director of Environment and Transport (Highways) has considered the proposal and luminance levels and has no objection subject to the imposition of a planning condition. It is considered that the overall design and luminance levels would not be to the detriment of highway safety.

In conclusion, it is considered that that the proposal is acceptable in terms of visual amenity and highway safety and the scheme is considered to preserve the character and appearance of Ashby Canal Conservation Area. 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 and is considered to preserve the character and appearance of the Ashby Canal Conservation Area.

Hinckley & Bosworth Local Plan (2001):- Policies EMP4, BE1, BE7, NE4, REC6, BE26, T5.

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

1 The circulation and portico signage, hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows: Location Plan KFC/2220/00; Site Works KFC/2220/PSL4 (Rev A) and Elevations KFC/2220/PSL2 (Rev F) received by the Local Planning Authority on 3 March 2011.

2 No development shall commence until such time as samples of the materials and colour finishes of the proposed advertisements and text have been submitted to and agreed in writing by the Local Planning Authority. The works shall then be carried out in accordance with the approved details only.

3 The maximum luminance of the signs, hereby permitted shall not exceed 300 Candelas per square metre.

4 The proposed light fittings must be shielded in order than the luminance of the light source is not a hazard to the safety of road users.

Reasons :-

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

2 To ensure that the development has a satisfactory external appearance to accord with Policies BE1 and BE7 of the adopted Hinckley & 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.

4 To protect drivers from glare resulting from uncovered light sources near the highway to accord with Policy T5 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 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