DELEGATED REPORT

Recommendation Made: 9 September 2011

Reference:- 11/00564/ADV **Parish:- Earl Shilton Town Council**

Applicant:-

Old Bank Building
Hanover Street
Manchester

Location:- The Co Operative Group Ltd Wood Street Earl Shilton Leicester Leicestershire

Proposal:- ERECTION OF ONE APEX FASCIA (RETROPSECTIVE) AND RECLADDING OF EXISTING TOTEM SIGN

Introduction:-

This application seeks approval for advertisement consent for re cladding of an existing totem sign and for retrospective consent for the erection of an illuminated sign on the front elevation of this retail unit.

The unit is located within an existing retail area of Wood Street, Earl Shilton.

History:-

11/00570/FUL - Installation of Refrigeration Plant Unit and Erection of Barrier - Pending Consideration.
07/00309/ADV - Erection of Illuminated Sign - Advertisement Consent - 09.05.1997
02/00351/FUL - Installation of 1.0 Metre Diameter Satellite Antenna - Planning Permission - 13.05.2002
01/00216/ADV - Display of Illuminated Signs - Advertisement Consent - 18.04.2001
01/01004/FUL - Installation of ATM Cashpoint - Planning Permission - 26.10.2001
01/01005/ADV - Display of ATM Signs - Advertisement Consent - 26.10.2001
97/00324/ADV - Display of Fascia and Logo Signs - Advertisement Consent - 09.05.1997
94/00445/FUL - Installation of Roof Mounted Satellite Antenna - Planning Permission - 05.07.1994

Consultations:-

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

At the time of writing the report no comments have been received from: -
Ward Members
Earl Shilton Town Council
Neighbours

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 and conservation area of Earl Shilton as defined in the adopted Hinckley and Bosworth Local Plan.

Policy BE1 - Design and siting of 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.

Visual Amenity

The fascia advertisement is located on the northern frontage of Heart of England Co-Operative Society retail unit on Wood Street, Earl Shilton. The signage is of fascia design and is positioned above the existing elevational shop windows on the unit. The re cladding of the existing totem is located on the north eastern boundary of Heart of England Co-Operative Society and will be visible when travelling along Wood Street. The lettering is a similar size in comparison to other signage within the area and will be replacing existing illuminated signage the advertisements are not harmful to visual amenity.

Impacts on the Highway

Although the proposed advertisement is visible from the public highway, due to the design and location of the sign and on the basis the advertisement is of an acceptable luminance, it can not be considered to be to the detriment of highway safety.

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 development hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows: - Site Location Plan to a scale of 1:1250 received 25 July 2011; Site Block Plan to a scale of 1:500 received 25 July 2011; Proposed Elevation 1 and Site Plan drawing 1/3 received 25 July 2011; Proposed Totem Elevation drawing 3/3 received 25 July 2011; Photomontage received 25 July 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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