DELEGATED REPORT

Recommendation Made: 16 September 2011

Reference:- 11/00588/ADV **Parish:- Desford Parish Council**

Applicant:- Mr Hanish Chotai
18 Manor Road
Desford
Leicester
Leicestershire

Location:- 18 Manor Road Desford Leicester Leicestershire LE9 9JR

Proposal:- ERECTION OF 1 NON ILLIMUNATED FASCIA SIGN AND NON ILLIMUNATED FREE STANDING SIGN.

Introduction:-

This application seeks advertisement consent for the erection of one non illuminated fascia sign and a non illuminated free standing sign.

The property is located within a residential area within Desford Conservation Area.

The application form submitted with the application states that the signage is non illuminated however the submitted plans refer to illumination within the text. Amended plans have been submitted omitting the text reference to illumination from the plans. However due to the minor nature of the change, no reconsultation has taken place.

Relevant Planning History: -

93/00159/4 - Extensions to Dwelling - Planning Permission - 25.03.1993
10/00627/COU - Change of Use from Dwelling House to Dental Surgery Including Extensions and Alterations with Associated Parking - Planning Permission - 05.10.2010

Consultations:-

Desford Parish Council have replied raising the following concerns: -
a) Although the details within the application state that the advertisements are non illuminated one of the plans submitted with the application is shown as illuminated.
b) The free standing sign at the edge of the boundary is of concern as it is a main crossing for pedestrians and a visual distraction to motorists.

No objections have been received from: -
Director of Environment and Transport (Highways)

At the time of writing the report no comments have been received from: -
Historic Buildings Panel Leicestershire
Ward Members
Neighbours
Site Notice
Press Notice

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 Desford as defined in the adopted Hinckley and Bosworth Local Plan.

Policy BE1 - Design and siting of development
Policy BE11 - Advertisements in Conservation Areas
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 regard to this application are the effect of the proposal on the building and on the Conservation Area and highway safety.

Visual Amenity

The advertisement is located on the south western elevation frontage of Desford Dental Care on Manor Road, Desford. The fascia signage is of simple design constructed of polycarbonate. It is positioned above the existing bay windows on the front elevation of the premises. The hoarding sign will be located on the front entrance to the Dental Surgery which will be partially screened by an existing mature hedgerow located along a portion of the site frontage and would be viewed against a backdrop of planting within the forecourt therefore reducing its impact on the special appearance of the Conservation Area.

The Conservation Officer has responded advising that the signboard is out of keeping with the residential design of the property. It is preferable to use individual letters on the property and not use the board. Amendments have been sought requesting individual lettering however confirmation has been received advising of the preference to progress with the existing proposal as there are already several similar signboards on display in the Desford Conservation Area.

Notwithstanding the comments from the Conservation Officer the scale and design of the signage is not considered to result in any significant harm in respect of visual amenity to warrant a refusal of advertisement consent on these grounds.

Highway Safety.

Although the proposed advertisements are visible from the public highway, due to the design and location of the signage and its lack of illumination, it is not considered to be to the detriment of highway safety. In response to concerns raised over the location and visibility of the hoarding sign the Director of Environment and Transport (Highways) has replied stated that they have no objections to the application.

Conclusion.

The proposed signage is considered to not result in any material harm to the amenity of the Conservation Area or highway safety and is therefore acceptable.

Recommendation:- Consent to Display Advertisement subject to the following conditions:-

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1, BE11 and T5

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

1 The advertisements 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 drawing number 6375/01; Existing Elevations to a scale of 1:50 drawing number 6375/04; Existing Site Location Plan and Layout to a scale of 1:1250 and 1:200 drawing number 6375/02; Proposed Signage to a scale of 1:20 drawing number 6375/116 Revision C

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).

Contact Officer:- Joanne Orton Ext 5666