DELEGATED REPORT

Recommendation Made: 17 October 2011

Reference:- 11/00661/ADV **Parish:- Hinckley**

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

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

Proposal:- ERECTION OF CORPORATE TOTEM SIGN

Introduction:-

Advertisement consent is sought for the installation of 1 no. corporate totem sign.

The totem sign would measure 4000 mm in height by 1460 mm in width and 260 mm in depth. The sign is set to incorporate the brand logo to a maximum height of 1005 mm and lettering measuring a maximum of 325 mm in height. The sign will constructed in a plastic casing on a steel frame using corporate colours of red, white and black and will be internally illuminated to a luminance level of 300 candelas per metres squared.

The sign is set to be free standing, positioned 900 mm from the highway on Coventry Road.

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.

The application is accompanied by a Design and Access Statement which considers that the sign is a sympathetic approach to the problem of attracting trade but more essentially solves a potential traffic hazard without detracting from the immediate environment.

Additional Information has also been provided which states that the illumination will be from dusk until 23:00.

History:-

11/00144/ADV	Installation of advertisements	Approved	27.04.11

Consultations:-

No comments/objections from:-

Ashby Canal Association
British Waterways
The Inland Waterways Association
Director of Environment and Transport (Highways)

Four letters of objection have been received raising the following concerns:-

a) No need for additional signage;
b) Too prominent and intrusive;
c) Height is equal to that of the building signage;
d) No screening to residential properties;
e) Illumination from dawn to 11pm will impact upon residential amenity;
f) Hazard to the general residential environment and conservation area;
g) Traffic hazard and distraction to road users; risk to pedestrians.

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.

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.

Visual Amenity

The site is located to the Coventry Road frontage where industrial and commercial uses exist to the north and east and residential areas to the south and west. Policy BE1 requires development to complement or enhance the character of the surrounding area with regards to scale, layout, design and materials used.

The application site is a frontage plot of a larger consented employment site. The site is deep and by virtue of the road layout has limited frontage to Coventry Road, as such there is a shortage of space on the frontage to provide for necessary advertisements for all occupiers of the plots/units within. Whilst the application site does have frontage to Coventry Road it is the opinion of the LPA that careful consideration needs to be given to the siting and scale of advertisements on the frontage to ensure an appropriate distribution of advertisements is arrived at that will turn result in accumulation and proliferation of advertisements on the frontage to the

detriment of visual amenity.

It is important to note that the proposed totem is to be sited at a ground level comparable with Coventry Road. The drive through restaurant is set at a lower level and as such the proposed totem, by way of its siting, is of a scale that is out of proportion to the building to which it is associated with. The totem is as tall as the building. Within this context the totem appears as a visually prominent form of illuminated advertisement that has very limited association in terms of scale and siting with the proposed drive through and is therefore to the detriment of visual amenity in the locality. Furthermore, the proposed illumination to 11pm is considered to make this advertisement unacceptably visually prominent from both residential dwellings and from the surrounding area, further impacting on residential amenity to an unacceptable degree.

The Local Planning Authority sought to ensure that corporate branding of the end user of the drive through was designed into the building when the earlier application was considered. The concerns over the accumulation of unnecessary advertisements on the frontage was pre-empted and to this and the design approach of including the advertisement was included within the fabric of the construction. It is judged that the addition of the proposed signage with existing would result in a site that appears crowded and cluttered with advertisements to the detriment of visual amenity. It is important to note that the site is located adjacent to the Ashby Canal Conservation Area and as such the proliferation of advertisements to the site and the frontage would fail to respect the semi undeveloped character of the conservation area.

The Council consider that there is a reasonable expectation that other units within Tungsten Park are likely to give rise to additional requests for advertisements on the Coventry Road frontage. The Council's recognises businesses need for advertisements and would not be adverse to a single site advertisement, in lieu of a number of advertisements which could cause proliferation and cluttering of the sites frontage.

Highway Safety

The totem sign has been considered by Director of Environment and Transport (Highways) whom has no comments to make. As such it is not considered that the signage would be to the detriment of highway safety.

Conclusion

In conclusion, it is considered that by virtue of the scale, positioning and illumination of the advertisement is harmful to the visual amenity of residents and to the surrounding area. It is judged that the addition of the proposed signage with existing would proliferate and add clutter to the sites frontage to the detriment of the visual amenity of the surrounding area. Accumulatively the proposed signage would be harmful to the visual character of this area.

RECOMMENDATION:- REFUSAL OF ADVERTISEMENT

1 In the opinion of the Local Planning Authority this additional signage represents an un-necessary and unacceptable proliferation of advertising material on the sites frontage to the detriment of visual amenity. By virtue of scale, positioning and illumination would result in a visually obtrusive advertising material to the detriment of visual amenity and residential amenity. The proposal therefore does not accord with Policy BE1 of the adopted Hinckley and Bosworth Council Local Plan, Circular 03/2007 or Planning Policy Guidance 19.

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