DELEGATED REPORT

Recommendation Made: 20 June 2011

Reference:- 11/00098/ADV **Parish:- Ratby Parish Council**

Applicant:- David White
134 Station Road
Glenfield
Leicester
Leicestershire

Location:- 32 - 34 Main Street Ratby Leicester Leicestershire LE6 0LL

Proposal:- INSTALLATION OF ADVERTISEMENTS

Introduction:-

Advertisement consent is sought for the installation of 2 no. advertisement.

Advertisement 1 consists of individual letters to create 'WHITES HAIR & BEAUTY' within advertisement 2 consists of individual letter and numbers to give contact details.

Following concerns raised by officers, an amended plan has been submitted showing a reduction in the span of the lettering of advertisement 1 across the front of the premises. Given that no letters of representation have been received and the amendments are to reduce the size, re-consultation has not been undertaken.

As such the lettering within advertisement 1 measures 300 mm in height and accumulative spans across the front of the sites by 7500 mm, positioned 2600 mm above ground floor level and project 50 mm off the face of the premises. Advertisement 2 consists of letters and numbers measuring 110 mm in height, spanning 1900 mm in width, sited 2600 mm above ground level and projecting 50 mm off the face of the premises.

The advertisements will be constructed in powder coated, dark grey stainless steel letters. For the avoidance of doubt, the letters are not illuminated.

There is a 1 no. fascia sign and 2 no. projecting signs that current exist on site.

The site is to the east of Main Street and located within a local shopping centre and Conservation Area, as defined by the adopted Hinckley and Bosworth Local Plan.

The application is not accompanied by any technical documentation.

History:-

06/00594/ADV	Erection of shop sign (retrospective)	Approved	14/08/06
06/00570/COU	Change of use from building society (A2 Use) to hairdressers (A1 Use)	Approved	14/07/06
06/00146/UNUSE	Unauthorised change of use	Closed	
98/00142/FUL	Extension to shop	Approved	27/05/98
90/01148/4A	Double sided illumination Projecting sign	Approved	27/11/90

Consultations:-

Director of Environment and Transport (Highways) states that separate consent may be required under Section 177 of the Highways Act 1980 for any sign over the Highway.

No other letters of representation have been received.

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

Hinckley and Bosworth Local Development Framework Core Strategy 2009

Policy 7: Key Rural Centres

Policy 8: Key Rural Centres Relating to Leicester

Adopted Hinckley and Bosworth Local Plan 2001

The site is within the settlement boundary of Ratby, as defined in the adopted Hinckley and Bosworth Local Plan.

Policy BE11: Advertisements in Conservation Areas

Supplementary Planning Guidance/Documents

Shopping and Shop Fronts Supplementary Planning Document (2007)

Appraisal:-

The main considerations in the determination of this application relate to visual amenity and impact upon the Conservation Area and highway safety.

Visual Amenity (and impact upon the Conservation Area)

The property located within Ratby Conservation Area and it is a statutory requirement that any new development should at least preserve the character of the Conservation Area.

It is considered that the existing fascia signage and 2 no. projecting signs are not considered worthy of retention and their removal is considered a visual improvement within this Conservation Area setting.

The advertisements are set to be sited in a similar location to that of the existing signage. Following the reduction in the re-positioning of the individual lettering that forms advertisement 1, the scale in comparison to the scale of the building from which it is intended to be erected upon ensures that this advertisement now appears subservient. Whilst the use of the materials are modern, they are considered acceptable in this setting given the variation of other materials used on advertisements within the immediate vicinity.

By reason of design, scale, positioning and appearance the advertisements are considered acceptable, and it is considered that the scheme would at least preserve the character of Ratby Conservation Area.

Highway Safety

The advertisements are set to be sited in a similar location to that of the existing signage. In terms of pedestrian safety, the Highway Authority seek that signs (or part thereof) over a footway must have at least 2.4 metres clearance above the level of footway and 0.5 metres clearance from the edge of the carriage way. The

proposed advertisements are set to be positioned 2.6 metres above the carriageway and as such it is not considered that there would be any impacts upon pedestrian safety,

The advertisements have been considered by the Director of Environment and Transport (Highways) whom has no objection, but has stated that separate consent may be required under Section Section 177 of the Highways Act 1980. It is considered that by reason of scale and positioning and that the proposed advertisements would not significantly impact upon highway safety.

Conclusion

In conclusion, it is considered that the advertisements are acceptable in terms of visual amenity and highway safety and is considered to preserve the character of Ratby 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 advertisement would not be harmful to visual amenity, public safety and the advertisement is considered to preserve the character of Ratby Conservation Area.

Hinckley & Bosworth Local Plan (2001):- Policy BE11.

Hinckley & Bosworth Borough Council Local Development Framework: Core Strategy (2009): - Policies 7; 8.

1 The advertisements hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the amended details: REF SK1/B received by the Local Planning Authority on 3 June 2011.

2 The lettering shall be constructed in dark grey powder coated stainless steel, as indicated on the submitted details unless otherwise agreed in writing by the Local Planning Authority and thereafter maintained as such.

3 Notwithstanding the information submitted, the advertisements hereby permitted do not include illumination.

Reasons :-

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

2 To enable the Local Planning Authority to retain control over this important detail to accord with Policy BE11 of the Hinckley and Bosworth Local Plan.

3 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).

5 Separate consent may be required under Section 177 of the Highways Act 1980 for any sign over the Highway and the Southern Area Manager should be contacted - (telephone 0116 3050001.)

Contact Officer:- Ebbony Mattley Ext 5691