DELEGATED REPORT

Recommendation Made: 14 September 2011

Reference:- 11/00607/ADV **Parish:- Hinckley**

Applicant:- Mr Andrew Crowter
North Warwickshire And Hinckley College
Hinckley Road
Nuneaton
Warwickshire

Location:- North Warwickshire And Hinckley College Lower Bond Street Hinckley Leicestershire LE10 1QU

Proposal:- ERECTION OF TWO NON ILLUMINATED AND ONE ILLUMINATED ADVERTISEMENTS (RETROSPECTIVE).

Introduction:-

Retrospective advertisement consent is sought for the erection of 3 no. fascia signs.

The first fascia sign of a circular design measures a minimum of 593 mm and maximum of 1040 mm in diameter, positioned 11860 mm above ground level, projecting a maximum of 4 mm from the face of the building. The sign would be constructed in aluminium with a white finish and will be non illuminated.

The second fascia sign made up of individual letters measuring a maximum of 400 mm in height will span 5170 mm across the face of the building, sited 11815 mm above ground level and projecting a maximum of 4 mm from the face of the building. The individual letters will be constructed in aluminium with a white finish and will not be illuminated.

The third fascia sign made up of individual letters, set to be positioned vertically measuring 678 mm per letter, spanning 7000 mm in length positioned a minimum of 5800 mm from ground level and maximum of 12800 mm above ground level. The individual letters will be constructed in aluminium with a white finish and will be internally illuminated with a luminance level of 12 candelas per metre.

The fascia signs will be positioned on the western façade of the newly constructed North Warwickshire and Hinckley College site.

The site is located to the east of Lower Bond Street, within the Hinckley Town Centre Conservation Area, as defined by Hinckley and Bosworth's Local Plan (2001).

The application is not accompanied by any technical documentation.

History:-

No relevant advertisement history.

Consultations:-

No objection subject to conditions from:-

Director of Environment and Transport (Highways)

No other letters of representation have been received.

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

Policy BE11: Advertisements in Conservation Areas

Policy T5: Highway Safety and Design

Other Material Documents

Hinckley Town Centre Area Action Plan: No relevant policies.

Appraisal:-

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

Visual Amenity

The scale of the fascia signs, in comparison to the scale of the building on which they are intended to be erected ensures that the signs appear subservient in scale. Traditional materials such as timber are usually sought for signage with Conservation Areas. The proposed fascia signs, are however, of a modern design using modern materials to reflect that of the building on which they are located on.

In terms of wider visual impacts, the scale and luminance levels proposed are not considered to be visually prominent and unlikely to be visible from further than that of the immediate area.

The proposal is located within Hinckley Town Centre Conservation Area. It is a statutory requirement that any new development should at least preserve the character of the Conservation Area. By reason of design, scale, positioning and appearance, whilst the signage will stand out it is not considered visually prominent within the locality to detract from the character and appearance of Conservation Area.

Highway Safety

Whilst the proposed fascias signs will be located in a prominent location within Hinckley Town Centre and be visible from the junction to the North of Lower Bond Street, it is considered that the level of illumination of 1 no. of the signs is unlikely to cause any significant impacts upon highway distractions.

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 fascia signs would be positioned at a height well above that of the height sought, and as such there are no impacts upon pedestrian safety.

It is considered that by reason of scale and positioning and that the proposed signage would not significantly impact upon highway safety.

Conclusion

In conclusion, it is considered that that the proposal is acceptable in terms of visual amenity and highway safety and would at least preserve the character and appearance of the 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 preserve the character and appearance of the Conservation Area. .

Within the context of the statutory requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Hinckley & Bosworth Local Plan (2001):- Policy BE11 and T5.

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

1 The advertisement hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted drawings details: Site Location Plan 080464/A/PLO1 Rev A; Proposed Site Plan 080464/A/PLO2 Rev D; Proposed Signage Lower Bond Street Elevation 080464/A/PL25 Rev A; Lower Bond Street Signage Visual 080464/A/PL26 Rev A received by the Local Planning Authority on 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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