DELEGATED REPORT

Recommendation Made: 18 May 2011

Reference:- 11/00245/ADV **Parish:- Osbaston Parish Council**

Applicant:-

Marstons House
Brewery Lane
Wolverhampton
West Midlands

Location:- The Gate Inn Ashby Road Osbaston Nuneaton Leicestershire

Proposal:- ERECTION OF SIX ADVERTISEMENTS

Introduction:-

Advertisement consent is sought for the display of six advertisement signs at this public house/restaurant premises located in an area of countryside at Ashby Road, Osbaston.

The site is bound on two sides by residential properties. To the rear and on the opposite side of Ashby Road to the site are agricultural fields. The premises have a large car park and children's play area. A recent site visit has revealed that the proposed signage is being displayed.

The proposal consists of four illuminated advertisements displayed on the front (eastern) elevation and side (southern) elevation of the premises together with an illuminated lantern above the front door which projects out from the building by 1.09 metres. The other sign is a double sided post sign located in a landscaping area to the front of the car park. The illuminated signs are 600 candelas luminance. Amended plans have been received which remove the illumination and provide a sign of a maximum height of 4.6 metres, (the previous proposal was of a sign of 5.6 metres height).

Amended plans have been received during the consideration of this application which removed two proposed advertisements to the car park frontage and amend the post sign by the removal of the proposed illumination and reduce the height.

History:

10/01007/FUL	Alterations and refurbishment of premises and installation of prefabricated external cold rooms to enclosed yard area	Approved	30.03.11
10/00527/FUL	Extensions and alterations to Public House including alterations to Access	Permitted	17.09.10
09/00899/FUL	Extensions and alterations to Public House	Refused	05.03.10
96/00699/ADV	Illuminated Advertisement	Permitted	30.09.96
88/00972/4A	Advertisement Signs	Permitted	21.09.88
87/00304/4	Proposed alterations to The Gate Inn Public House	Permitted	24.11.87
87/00172/4	Proposed alteration to Public House	Refused	24.03.87

Consultations:-

No objection subject to standing advice and note to applicant received from The Director of Environment and Transport (Highways)

Development Plan Policies:-

National policy guidance
- Planning Policy Guidance 19 (PPG19)
- Circular 03/07

Local Development Framework: Adopted Core Strategy (2009)

No relevant policies

Hinckley _ Bosworth Local Plan (2001)

BE1- Siting and Design
BE26 - Light Pollution
NE5- Development in the Countryside
T5 - Highway Safety and Design

Appraisal:-

The main considerations in this case are the impact upon visual amenity and highway safety.

Impact on visual amenity

This is replacement signage for a pubic house/restaurant. The signage to be removed was located in similar locations to that proposed within the current application. The proposed lantern is larger than the previous one but it is of a traditional design. The signs on the side gables were not previously illuminated, however, the means of illumination on the building is by simple trough lights which are painted black located above the signs. The materials of construction are modern and the choice of colour scheme are similar to previous signage at the premises, thereby meaning that the signs will be in keeping with the appearance of the existing buildings and will not cause significant harm to the visual amenity of the countryside location. It is not considered that proposals will have any significant material detrimental effect on any neighbouring properties.

The removal of two proposed signs at the entrance and exit to the car park from the scheme will remove unnecessary clutter from the frontage of the car park. The pole sign is considered acceptable following the submission of amended plans which reduce its height and remove the illumination.

In terms of the effect on the building, the site, neighbours and the countryside location, the proposals are considered to be acceptable.

Highway Safety

The proposals would be located on the building and within the landscaped area in front of the car park. The Director of Environment and Transport (Highways) has considered the proposal and luminance levels and has no objection. He has pointed out that the lantern proposal will overhang the highway and therefore a licence will be required, this can be dealt with as a note to applicant. It is considered that the overall design and luminance levels would not be to the detriment of highway safety.

Conclusion

Given the siting, materials of construction, colour scheme and scale of the scheme as amended, is not considered to be detrimental to the visual amenity of the existing building the street scene or the countryside location. Furthermore the proposed signage is not considered to pose a hazard to pedestrians or road users. It is considered that proposal is acceptable in terms of visual amenity and highway safety. Accordingly, it is recommended that application be approved.

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 and proposed signage would not be harmful to visual amenity, public safety or impact upon highway safety.

Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1

1 The development hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows: Block plan received 25 March 2011. Amended Drawings 93951 (elevations with signs A,B,C,D,E and Sign F detail) received on 16 May 2011.

Reasons :-

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

Notes to Applicant:-

1 The lantern advertisement overhangs the public highway and as such, a licence will be required. You should apply to the Southern Area Manager (0116 3052202).

Contact Officer:- Louise Forman Ext 5682