DELEGATED REPORT

Recommendation Made: 31 August 2011

Reference:- 11/00574/ADV **Parish:-**

Applicant:- Mr Paul Bennett
2B Dodwells Road
Hinckley
Leicestershire
LE10 3BZ

Location:- 2B Dodwells Road Hinckley Leicestershire LE10 3BZ

Proposal:- ERECTION OF SIGNAGE (RETROSPECTIVE)

Introduction:-

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

Each sign measures 1600 mm in height by 4000 mm in length and 100 mm in width with the letter measuring a maximum of 600 mm in height. The advertisements will be constructed in laminated timber with a white finish with blue coloured text and will not be illuminated.

Two signs are to be located at the front of the site; 1 no. positioned 2500 mm above ground level, above the reception entrance and 1 no. in the south west corner of the building, positioned 4000 mm above ground level. The third sign is to be located on the side elevation adjacent to Unit 1b and will be positioned 4000 mm above ground level.

Unit 2B is located to the east of Dodwells Road, within Harrowbrook Industrial Estate. The Industrial Estate is a designated as an employment area and is located within the settlement boundary of Hinckley, as defined in the Hinckley and Bosworth Local Plan (2001). The Harrow Brook runs to the south of the site, along the entire length of the rear of the site.

The application is not accompanied by any technical documentation.

An application for full planning permission (ref: 11/00304/FUL) has also been submitted for the installation of plant extraction/air intake facilities and environmental protection measures and is subject to a separate report.

History:-

No relevant advertisement applications.

Consultations:-

No comments/objections from:-

Director of Environment and Transport (Highways)

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

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.

Hinckley & Bosworth Local Plan (2001)

Policy EMP1: Existing Employment Sites

Policy BE1: Design and Siting of Development

Policy T5: Highway Design and Vehicle Parking Standards

Other Material Policy Documents

The Employment Land and Premises Study undertaken in May 2010 identifies Harrowbrook industrial Estate as a key/flagship employment area which it seeks to retain for employment uses.

Appraisal:-

The main considerations in the determination of this application relate to visual amenity and highway safety. No weight can be given to the retrospective nature of this application.

Visual Amenity

The signage will be positioned to the front of the site and will be viewed against the backdrop of the Harrowbrook Industrial Estate, ensuring that the signage is not visually prominent. The scale of the signage in comparison to the scale of the buildings on which they are intended to be erected upon ensures that the signs appear subservient in scale. The colour and materials are considered acceptable.

Highway Safety

The signage is located well within the site and located over 2400 mm above ground level to ensure that there are no impacts upon pedestrian safety. The positioned of the signs to the front of the site ensures that they would be visible from the A47/Dodwells Road, however there is no luminance and as such it is not considered to be to the detriment of highway safety.

Conclusion

In conclusion, by reason of design, scale, positioning and appearance the signage is considered acceptable. It is therefore considered the signage is acceptable in terms of visual amenity and highway safety. 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 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

Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1 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 068306-01-005; Block Plan 068306-01-006; Proposed Front Elevation Signage 068306-01-009 Rev A; Proposed Right Elevation Signage 068306-01-010 Rev A; LS/008/125; received by the Local Planning Authority on 8 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).

5 You are reminded to comply with the conditions of planning permission ref: 11/00304/FUL.

Contact Officer:- Ebbony Mattley Ext 5691