DELEGATED REPORT

Recommendation Made: 13 June 2011

Reference:- 11/00226/ADV **Parish:- Hinckley**

Applicant:- Mr Brian Langley
Asda House
Great Wilson Street
Southbank
Leeds

Location:- Asda Barwell Lane Hinckley Leicestershire LE10 1SS

Proposal:- INSTALLATION OF 2 INTERNALLY ILLUMINATED AND 7 NON ILLUMINATED ADVERTISEMENTS.

Introduction:-

Advertisement consent is sought for the installation of 9 no. advertisements.

Advertisement type 1 is a roof mounted sign consisting of lettering to from 'ASDA' which would accumulatively measure 1500mm in height by 5108 mm in length by 200mm in width. The advertisement would be constructed in aluminium panels, with a green acrylic finish. The sign would be positioned 5.4 metres above ground level, above a newly approved entrance lobby extension and will be internally illuminated with a luminance level of 1000 candelas per metres squares.

Advertisement type 2 is a freestanding double post recycling sign measuring 13900mm in height by 1100mm in length and overall in combination with the poles measures 3000 mm in height above ground level, constructed in aluminium with green and white finishes to be located to the south of the site. This advertisement is non illuminated.

Advertisement type 3 is a wall mount disc of 640 mm diameter, positioned 2000 mm above ground level, constructed in aluminium with a green and white vinyl finish located to the eastern elevation of the existing superstore. This advertisement is non illuminated.

For the avoidance of doubt, Advertisement type 4 relates to the removal of an existing sign only.

Advertisement type 5 is a triangular shaped post mounted sign, positioned 2000 mm above ground level, measuring 640 mm in diameter, constructed in aluminium with a red, white and black vinyl finish. This highway code advertisement is set to be positioned to an existing crossing. This advertisement is non illuminated.

Advertisement type 6 is a double post disabled car parking sign measuring 600 mm in height by 1200mm in length and overall in combination with the poles measures 2600 mm in height from ground level, constructed in aluminium with a blue and white vinyl finish. This advertisement is set to be erected onto a section of designated car parking spaces adjacent to the existing store. This advertisement is non illuminated.

Advertisement type 7 is a wall mounted 24 hours cash box sign, measuring 600 mm in height by 1200 mm in length and projecting from the face of the building my 150 mm, and positioned 1600 mm above ground level on the eastern elevation of the existing superstore. The advertisement is proposed to be constructed in aluminium with a green, red and white acrylic finish and will be internally illuminated within a luminance level of 1000 candelas per square metre.

Advertisement type 8 proposes 3 no. wall mounted directional discs each measuring 640 mm in diameter, constructed in aluminium with a red and white vinyl finish to be positioned 1400 metres above ground level of the southern elevation of the existing premises. These advertisements are non illuminated.

Following concerns raised by officers an amended application form has been received, providing details for all

7 no. different types of advertisements to correlate with the submitted plans. For the avoidance of doubt, the application seeks advertisement consent for 7 no. differing types of advertisement, although the plan (drawing no 93932v01) refers to the removal of an existing sign. During the course of the application, additional details of the fixtures and fittings to secure advertisement 1 have been received. Additional consultation has not been undertaken given that no letters of representation were received during the standard consultation period.

The ASDA superstore, a site of 2.24 hectares is designated as a Local Shopping Centre located within the within the settlement boundary of Hinckley, as defined by the adopted Hinckley and Bosworth Local Plan. The site is designated as a site of ecological interest.

The application is accompanied by a Technical Appraisal which states that the illumination of Advertisement 1 will be internally lit and approximately 60% of the illumination of the existing installation which currently has floodlights being aimed in an upward direction which omits a significant amount of upwards and rearwards light pollution.

Planning History

There is an extensive history on the site. The most up to date and relevant planning history includes:-

11/00123/FUL	Creation of 26 no. staff car parking spaces, erection of general amenity and lighting and acoustic fencing	Approved	14.04.11
11/00039/FUL	Extensions and alterations to superstore	Approved	21.03.11
11/00020/ADV	Construction of four banner signs	Invalid	
10/00502/FUL	Extension of car park and erection of acoustic fencing	Withdrawn	16.07.10
09/00926/FUL	Installation of new compactor enclosure within service yard	Approved	04.02.10
09/00221/FUL	RC Ramp access and dock leveller To existing service bay	Approved	18.05.09
08/00937/FUL	Extension of existing acoustic fence and erection of new acoustic fence	Approved	04.12.08
06/00767/ADV	Erection of 21 signs	Approved	09.08.06
04/00042/ADV	Erection of illuminated atm surround and projection sign	Approved	18.02.04
03/01385/ADV	Erection of Illuminated signs	Approved	20.01.04
96/00373/ADV	Illuminated sign	Approved	19.06.06
91/01069/4A	Sign	Approved	16.01.92
88/00491/4A	Replacement of sign work	Approved	06.06.88
76/00093/4A	Erection of illuminated fascia signs and free standing	Refused	24.02.76

Consultations:-

No comments/objections from:-

Director of Environment and Transport (Highways)

Site notice displayed and neighbours notified.

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

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.

Retail 7: Local Shopping Centres

Policy BE1: Design and Siting of Development

Policy BE26: Light Pollution

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 highway safety.

Visual Amenity

Advertisement type 1 is of a scale and design similar to advertisements which currently exist on site and whilst it is considered that this advertisement would be visible from Barwell Road, the scale of the signage in comparison to the scale of the building from which it is intended to be erected upon ensures that the sign does not appear visually prominent. The advertisement would largely be read in conjunction with the backdrop of the existing superstore and amongst existing advertisements of a similar scale.

Advertisement type 7 is set to replace an existing advertisement, whilst Advertisement 1, 5 and 6 are set to match existing advertisements that already exist on site. It is considered that the advertisements 2,3,5,6,7 and 8 are relatively minor in scale. In addition it is considered that these advertisements are located well within the site and are not visible from outside of the site.

In terms of appearance, the logo and text will be of a modern design using the traditional corporate colours that will be in keeping with the character of this setting.

In summary, it is considered by reason of design, scale, positioning and appearance the advertisements are considered acceptable.

Highway Safety

Advertisement type 1 and 7 are internally illuminated, but are not positioned in close proximity to Barwell Lane. The Director of Environment and Transport (Highways) has considered the advertisements and luminance levels and has no objection. In summary it is considered that the overall design and luminance levels would not be to the detriment of highway safety.

Conclusion

In conclusion, it is considered that that the advertisements are 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 subject to compliance with the conditions attached to this permission, the proposed development would be in accordance with the development plan as the advertisements would not be harmful to visual amenity or public safety.

Hinckley & Bosworth Local Plan (2001):- Policies Retail 7; BE1; BE26.

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

1 The advertisements hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted drawings details: Signage Block Plan PLO2 Rev B; Proposed Store Elevations PLO3 Rev B; Main Signage 93932v01 Issue 2 received 13 May 2011 and additional details Sign Support Steelwork S303 Rev A received by the Local Planning Authority on 14 June 2011.

2 The advertisements hereby approved shall be constructed and finished in strict accordance with the submitted details within the amended application form, received by the Local Planning Authority on 24 May 2011, unless otherwise agreed in writing by the Local Planning Authority and thereafter maintained as such.

3 The maximum luminance of the 2 no. illuminated advertisements, hereby approved shall not exceed 1000 Candelas per square metre.

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 BE1 of the Hinckley and Bosworth Local Plan

3 To limit the spillage of light toward nearby residential dwellings to accord with Policy BE1 of the Hinckley and Bosworth Local Plan.

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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