DELEGATED REPORT

Recommendation Made: 16 June 2011

Reference:- 11/00376/ADV **Parish:- Newbold Verdon Parish Council**

Applicant:-

Central House
Hermes Road
Lichfield
Staffs

Location:- Co-Op 103 Main Street Newbold Verdon Leicester Leicestershire

Proposal:- RETENTION OF ONE ILLUMINATED AND ONE NON ILLUMINATED ADVERTISEMENT

Introduction:-

This application seeks advertisement consent for the retention of an externally illuminated fascia sign and a non illuminated window graphic. The fascia sign is a lime-green colour with blue and white lettering to reflect the corporate colours and the window graphic is finished in a black colour.

The site is occupied by a Co-operative food store located in the centre of Newbold Verdon within the defined Local Shopping Centre and outside of the conservation area. The front elevation of this retail unit is red brick with a glazed shop window projection and white render columns to the left side of the building. There are 5 car parking spaces to the front of the retail store, one of which is a disabled parking space.

Relevant Planning History:-

00/00171/ADV ERECTION OF ILLUMINATED SIGN
00/00172/FUL INSTALLATION OF ATM MACHINE
01/00860/FUL EXTENSION TO STORAGE / SERVICE AREA OF EXISTING STORE
01/01058/FUL INSTALLATION OF 1.0 METRE DIAMETER SATELLITE ANTENNA
02/01102/FUL SINGLE STOREY EXTENSION TO REAR OF STORE AND ALTERATIONS TO SHOP FRONT
02/01387/FUL SINGLE STOREY EXTENSION TO REAR OF STORE (AMENDED SCHEME)
96/00522/FUL ROLLER SHUTTER
03/00946/FUL EXTENSION AND ALTERATIONS TO FORM DISABLED RAMP
74/01247/4M EXTENSIONS AND ALTERATIONS TO EXISTING SHOP PREMISES

Consultations:-

No objections received from:

Director of Environment and Transport (Highways)

One letter of objection has been received raising the following issues:-

a) there have been floodlights installed at the site which infringe on the amenity of the adjacent property
b) further lights are going to be installed to illuminate the sign

No comments have been received from:-

Newbold Verdon Parish Council
Ward Members

Development Plan Policies:-

Adopted Core Strategy (2009):-

No relevant policies

Adopted Local Plan (2001):-

BE1: Design and Siting of Development

Supplementary Planning Guidance: Shop and Shop Fronts SPD 2007

Appraisal:-

The main issues in this case are the principle of development, the impact of development upon the building and street scene and impact upon neighbour amenity.

Principle of Development

The proposals are to retain two advertisements on an existing retail store in the centre of Newbold Verdon. The site is located within the defined local shopping area where there are retail uses with advertisements of similar scale, materials of construction and luminance. Given the existing retail use of the store and that the proposals are to retain these replacement adverts then the development is considered acceptable in principle.

Impact on street scene and building

It is accepted that the building is located in a prominent position along Main Street in Newbold Verdon. The existing signage had no significant merit to warrant its retention. The fascia sign to be retained is not excessive in terms of its size and is in proportion with the existing shop frontage and at the same width as the fascia sign it replaced. It is of the same depth and has the same size of lettering of the sign that it has replaced. The lettering to the fascia sign is lit by LED trough lights which reflects the method of lighting for the sign that was replaced. The lime-green colour reflecting the corporate colours is not considered to be offensive to the street scene and introduces some visual interest to the shop front, which was previously neutrally coloured. The fascia sign is not considered to be detrimental to highway or pedestrian safety given its height above the highway footpath.

The window graphic proposed to the side of the shop entrance has a black background with green and white lettering reflecting the corporate colours applied to the fascia sign. When the shop front is viewed from the highway (Main Street) the glazed shop front remains the prominent feature as it protrudes forward of the window containing the window vinyl. It should be noted that this window vinyl has replaced a window vinyl of similar scale which was finished in a blue and yellow colour. Given the similar siting and scale of this replacement window vinyl it is contended that the impact on the shop front is negligible and the shop window remains the dominant feature within the street scene.

Impact on neighbours

It should be noted that the situation has remained unchanged in respect of the lighting of the fascia sign. Given that there are no windows in the side elevation (east) of 101 Main Street and that the trough lighting faces downwards onto the lettering of the fascia sign there is no perceived loss of residential amenity to neighbouring properties through the effects of light disturbance.

The comments made by the objector residing in the dwelling adjacent to the site are in respect of four lighting columns that have been erected at the site and which do not form the basis of this application. Therefore the impact of these lighting columns upon the amenity of the objector will not be appraised in this report.

Conclusion

Overall, the replacement advertisements do not have an adverse affect on the visual appearance of the building or on the streetscene and don't result in loss of residential amenity or impact on highway safety. Therefore the application is recommended for approval.

Recommendation:- Consent to Display Advertisement subject to the following conditions:-

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Having regard to the character of the street scene along Main Street in Newbold Verdon, visual amenity and public safety, 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 retention of these advertisements would be in accordance with the development plan as they are not considered to be detrimental to visual amenity or public safety.

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

Reasons :-

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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