DELEGATED REPORT

Recommendation Made: 17 October 2011

Reference:- 11/00737/ADV **Parish:- Osbaston Parish Council**

Applicant:- MARSTON'S PLC
MARSTON'S HOUSE
MARSTON'S LANE
WOLVERHAMPTON
WEST MIDLANDS

Location:- The Gate Inn Ashby Road Osbaston Nuneaton Leicestershire

Proposal:- ERECTION OF 2NO ILLUMINATED ADVERTISEMENT SIGNS

Introduction:-

Advertisement consent is sought for the display of 2 no. advertisement signs.

Advertisement sign 'A' is a single sided twin post sign measuring 2160 mm in height by 2100 in width and 75 mm in depth. The advertisement would be constructed in aluminium with a black and red finish with 130 mm lettering and will be externally illuminated to a luminance level of 200 candelas per square metre. This advertisement is set to be positioned to the south east corner of the site, at the corner of the access drive.

Advertisement sign 'B' is a single sided wall mounted sign measuring 1210 mm in height by 1760 mm in width and 75 mm in depth. The advertisement would be constructed in aluminium with a black and red finish with 130 mm lettering and would be externally illuminated to a luminance level of 200 candelas per square metre. This advertisement is set to be positioned on the eastern elevation of the public house fronting Ashby Road.

The Gate Inn is a public house that is sited within the undefined settlement known as Osbaston Toll Gate or Osbaston Hollow along the A447. The public house is immediately adjoined to the north by Gnarely Cottage and is bound to the south by residential dwellings. There is a large car park to the side and rear of the public house.

The application is not accompanied by any technical documentation.

Relevant Planning History:-

11/00245/ADV	Erection of 4 Advertisements	Permitted	24.05.11
96/00699/ADV	Illuminated Advertisement	Permitted	30.09.96
88/00972/4A	Advertisement Signs	Permitted	21.09.88

Consultations:-

No comments/objections from:-

Director of Environment and Transport (Highways)

No other letters of representation have been received in the statutory consultation period.

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

No relevant policies.

Adopted Hinckley and Bosworth Local Plan 2001

Policy NE5: Development in the Countryside

Policy BE26: Light Pollution

Policy BE1: Design and Siting of Development

Policy T5: Highway Design and Vehicle Parking Standards

Appraisal:-

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

Visual Amenity

The site is situated within the countryside, where the display of advertisements requires careful consideration to ensure they do not result in unnecessary harm to the character of the countryside. Policy BE1 requires development to complement or enhance the character of the surrounding area with regards to scale, layout, design and materials used and Policy NE5 seeks to protect the countryside for its own sake and suggests that development should have no adverse impacts on its character or visual amenity.

It is important to note that permission was granted earlier this year for 4 no. non illuminated advertisements on the sites frontage.

The proposed advertisements are both located prominently at the site frontage and whilst they are read in conjunction with the backdrop of the public house they are seek to provide non-essential directional or operational signage in relation to the site they serve. The signs are substantial is size and by virtue of the consented signage on both the site frontage and buildings are considered to constitute unnecessary and visually harmful advertisement clutter in this sensitise and no-urban location. The proposed illumination further exaggerates the impact of the development and will result in the proliferation of the unnecessary and inappropriate advertisements in the countryside location. For these reasons the advertisements are considered to be harmful to visual amenity.

It is considered that the proposed advertisements by virtue of the number and luminance do not complement or enhance the character of the countryside, in fact they make a strong contribution to the urbanisation of the location.

Highway Safety

The advertisements have been considered by Director of Environment and Transport (Highways) whom has no comments to make. As such it is not considered that the signage would be to the detriment of highway safety.

Conclusion

In conclusion, the advertisements are located to the site frontage, are illuminated and displayed within an area of countryside where advertisements are carefully controlled. The advertisements are considered harmful to the visual character of the rural surroundings and accordingly detrimental to the amenity of the immediate area. Accordingly, it is recommended that the application be refused.

RECOMMENDATION:- REFUSAL OF ADVERTISEMENT CONSENT

Reasons :-

In the opinion of the Local Planning Authority, the advertisements by virtue of their illumination and location will result in visually obtrusive and unwarranted forms of advertisement that are out of keeping with this rural location. The proposal therefore does not accord with Policies BE1 and NE5 of the adopted Hinckley and Bosworth Council Local Plan..

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