DELEGATED REPORT

Recommendation Made: 9 September 2009

Reference:- 09/00355/ADV **Parish:- Earl Shilton Town Council**

Applicant:- Mr Sanjeev Patel
196 Uppingham Road
Leicester
LE5 0QG

Location:- Optivision Opticians Ltd 7-9 Wood Street Earl Shilton Leicestershire LE9 7NE

Proposal:- DISPLAY OF THREE ADVERTISEMENTS.

Introduction:-

This is an application for retrospective advertisement consent for 3 x replacement internally illuminated static facia advertisements displayed on a retail unit in use as an opticians located within an established shopping arcade within the town centre of Earl Shilton. At the time of the site visit, the advertisements had already been erected. They consist of aluminium composite materials with black and silver lettering.

The arcade consists of a modern two storey building of no significant architectural merit constructed in red brick at ground floor with shop front display windows, render to first floor and hipped roof with brown concrete tiles. There are commercial uses to the ground floor and further business uses above. There is a public library adjacent to the west of the unit.

Consultations:-

No objection has been received from:-

Head of Community Services (Pollution)
Head of Community Services (Land Drainage)

No response has been received at the time of writing this report from:-

Earl Shilton Town Council
Neighbours.

Development Plan Policies:-

BE1 - Design and Siting
BE26 - Light Pollution
RET7 - Local Shopping Centres
SPG on Shopping and Shop Fronts.

Appraisal:-

The main issues in respect of this application are the impact of the proposed advertisements on the character and appearance of the local shopping centre and neighbouring properties in terms of visual appearance and light pollution.

Impact

There are 3 internally illuminated facia advertisements arranged above the three shop front windows. The advertisements fit within the width of the three individual shop windows. The arrangement of the signage is in keeping with advertisements on the other units within the local centre (i.e. one fascia advertisement per shop front window) and the size of the lettering and logo is more discreet and

sympathetic than the previously existing advertisements and comparable with other advertisements in the vicinity. Although the illumination is internal, it is relatively discreet being through the logo lettering.

The advertisements are displayed within a town centre location (category E3 or possibly E4 of the ILE Technical Report) where highway authority guidance advises that illumination levels are acceptable up to 800 candelas per square metre on advertisements of less than 10 square metres. The advertisements are approximately 4.5 square metres in total area and the illumination comprises of three 70 watt fluorescent tubes in each advertisement. The level of illumination is therefore unlikely to exceed recommended guidance in respect of light emissions.

Conclusion

Overall, the advertisements are not considered to be detrimental to the character or appearance of the local shopping centre or neighbouring properties in respect of light pollution.

Recommendation:- Consent to Display Advertisements subject to the standard advertisement conditions contained within the Notes on the rear of the Advertisement Consent Decision Notice:-

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 have an adverse effect on the character or appearance of the local shopping centre or neighbouring properties in terms of visual appearance or light pollution.

Hinckley & Bosworth Borough Council Local Plan (2001):- BE1, BE26 and RET7

Contact Officer:- Richard Wright Ext 5894 Date Printed: 9 September 2009