**DELEGATED REPORT**

**Recommendation Made: 11 August 2011**

**Reference:- 11/00476/ADV** **Parish:-**

**Applicant:- Mr Richard Nikolic**
**Wharf Farm**
**Coventry Road**
**Hinckley**
**Leics**

**Location:- Garage Rear Of Wharf Farm Service Station Coventry Road Hinckley Leicestershire**

**Proposal:- INSTALLATION OF ILLUMINATED AND NON ILLUMINATED FACIA AND FREE STANDING SIGNS**

**Introduction:-**

This application seeks advertisement consent for the installation of 4 no. replacement static illuminated advertisements, 1 no. additional static illuminated advertisement and 1 no. replacement non-illuminated advertisement. The replacement advertisements are required to update the corporate logo and lettering and the additional advertisement provides a focal point for the car showroom entrance.

Advertisements 1 and 2 are illuminated fascia signs with individual stencil cut lettering forming 'HYUNDAI' together with a logo and additional smaller individual stencil cut lettering forming 'Trinity Motors'. The signs measure approximately 0.8 metres in height by 20 metres in width and 250mm depth and approximately 0.8 metres in height by 10 metres in width and 250mm in depth respectively and constructed in aluminium with a blue and silver finish and acrylic logo and lettering. The advertisements are to be located on the car showroom positioned 2.6 metres above ground level, above existing showroom windows on the front and side elevations. The logo, lettering and bottom of both signs will be internally illuminated to 550 candelas per square metre.

Advertisement type 4 is a freestanding illuminated pylon sign with individual stencil cut lettering forming 'HYUNDAI' together with a logo. The sign measures approximately 2.5 metres overall in height above ground level by 0.7 metres in width overall and 150mm in depth, constructed in aluminium with blue and silver finish and acrylic logo and lettering to be located immediately to the front of the showroom as a focal point for the adjacent entrance doors. The logo and lettering will be internally illuminated to 500 candelas per square metre.

Advertisement type 3 is a freestanding illuminated double sided pylon sign with individual stencil cut lettering forming 'HYUNDAI' together with a logo and additional smaller individual stencil cut lettering forming 'Trinity Motors' . The sign measures approximately 5 metres overall in height above ground level by 1.8 metres in width overall and 360mm in depth, constructed in aluminium with blue and silver finish and acrylic logo and lettering to be located to the front of the showroom on a grass verge. The logo and lettering will be internally illuminated to 550 candelas per square metre.

Advertisement type 5 is a freestanding non-illuminated double post mounted directional sign with individual lettering forming 'HYUNDAI' together with a logo and additional smaller lettering forming 'Reception', 'Information', 'Showroom' and 'Accounts''. The sign measures approximately 1.5 metres overall in height above ground level by 1.2 metres in width overall and 200mm in depth, constructed in aluminium posts and planks with grey background and blue logo and lettering to be located to the front of the showroom on a grass verge.

Advertisement type 6 is a wall mounted illuminated projecting sign with individual stencil cut lettering forming 'HYUNDAI' together with a logo and additional smaller lettering forming 'Parts' constructed in aluminium with a blue and silver finish and acrylic logo and lettering. The sign measures approximately 875mm in length x 1150mm in height and approximately 100mm in depth and is to be located 2.9 metres above ground level forming a focal point above the entrance doors to the Parts Counter located on the side elevation of the building towards the rear of the site. The logo and lettering will be internally illuminated to 500 candelas per

square metre.

The Hyundai car showroom is part of a much larger commercial site located within the settlement boundary of Hinckley to the north of Coventry Road and to the west of Ashby Canal Conservation Area. The wider site includes car dealerships, public house/restaurant, a motel and petrol station. The Hyundai car showroom is set back approximately 45 metres behind the highway boundary to the rear of a petrol station. There are residential properties to the south on the opposite side of Coventry Road.

**Relevant Planning History:-**

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

| | | |
|---|---|---|
| 09/00351/ADVErection of Advertisement Sign | Approved | 10.07.09 |
| 06/01150/ADVErection of Signage | Approved | 06.12.06 |
| 06/01057/ADVErection of Signage | Approved | 15.11.06 |
| 06/00593/ADVErection of Sign | Approved | 07.07.06 |
| 05/01064/ADVErection of Sign | Approved | 28.11.05 |

**Consultations:-**

No objections have been received from Director of Environment and Transport (Highways)

No responses have been received at the time of writing this report from:-

Ward members
Site notice
Neighbours

**Development Plan Policies:-**

National Policy 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

Adopted Core Strategy (2009)

No relevant policies

Adopted Local Plan (2001)

The site is within the settlement boundary of Hinckley and within a designated employment site, as defined in the adopted Hinckley and Bosworth Local Plan.

Policy EMP1(b): Existing Employment Site
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 respect of this application are impact on visual amenity, residential amenity and highway safety.

Whilst the proposed advertisements will be visible from Coventry Road, the scale of the signage in comparison to the scale of the buildings on which, and in front of which, they are intended to be erected ensures that the sign does not appear visually prominent. In terms of appearance, the logo and text will be of a modern design using the standard corporate colours and are considered to be acceptable for the character of this site and its setting. The advertisement would largely be read in conjunction with the backdrop of the existing commercial premises and other existing advertisements of a similar scale.

The car showroom is set back from the highway by approximately 43 metres and the nearest residential properties are located approximately 70 metres to the south on the opposite side of Coventry Road. Advertisements 1, 2, 3, 5 and 6 are replacements for existing similar signage within the site. Advertisement 4 is an additional free-standing sign adjacent to the entrance to the car showroom. The internally illuminated fascia signs and internally illuminated free standing entrance sign (Advertisements 1, 2 and 4) will be largely screened from the highway and residential properties directly opposite by the petrol station and car wash to the fore of the showroom and will not be prominent.

Due to their location on the grass verge to the fore of the car showroom the free standing signs (Advertisements 3 and 5) will be more visible and closer to the highway and residential properties. Notwithstanding that Advertisement 3 will be 5 metres in height and internally illuminated, only the lettering and logo are to be illuminated to an acceptable luminance for the character of the area and it will still be set back from the highway by approximately 25 metres and at approximately 50 metres separation from residential properties. The existing free standing advertisement that it will replace is a sign of similar style and height in a similar position that has been in place since 2006. It appears that this existing sign is unauthorised as the height of the approved advertisement was reduced from 5 metres to 3.5 metres during the application process. Notwithstanding this, there are currently two free standing pylon signs for the adjacent Mazda car dealership and the Total service station of similar and greater height respectively located immediately adjacent to the highway boundary where they are much more prominent. Given the presence of these signs, and the existing 5 metres sign, it is considered that the proposed replacement sign will not result in any additional impact than the existing situation and on that basis is considered to be acceptable. Advertisement 5 is only 1.5 metres in height and non-illuminated therefore has no adverse impact. Advertisement 6 is located well away from the highway and residential properties towards the rear of the site where it will have no adverse impact.

The Director of Environment and Transport (Highways) has considered the advertisements and luminance levels and has no objection.

Conclusion

Overall the proposed internally illuminated static signs and non-illuminated sign represent reasonable replacement signage for the existing signage at the commercial premises along with an additional free standing sign set well back from the highway and at a lower ground level. As a result of their design, scale, positioning, appearance and level and type of illumination, the proposed advertisements would not have an adverse impact on the character of the area, visual amenity, residential amenity or highway safety and are considered to comply with policies BE1 and BE26 of the adopted Local Plan. The application is therefore recommended for advertisement consent subject to a condition limiting the luminance levels and defining the method of illumination and other standard 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 and character 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, residential amenity or highway safety.

Hinckley & Bosworth Local Plan (2001):- Policies EMP1, BE1 and BE26.

1 The advertisements hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted drawings details: Site Location Plan DCOSPLAN at 1:1250 scale; Site Location/Block Plan Drawing No. HY482 at 1:500 scale; Drawing Nos. HY482 PLANNING; 800/650 Fascia; HY 5M PYLON DETAIL; 2.5M ENTRANCE FEATURE; and HY WALL SIGN received by the local planning authority on 23 June 2011.

2 The advertisements hereby approved shall be constructed and finished in strict accordance with the submitted details within the application form, received by the Local Planning Authority on 23 June 2011, and thereafter maintained as such unless otherwise agreed in writing by the local planning authority.

3 The maximum luminance of the 5 no. illuminated advertisements, hereby approved shall not exceed 550 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 or road users to accord with policies BE1 and BE26 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.

**Contact Officer:- Richard Wright Ext 5894**