

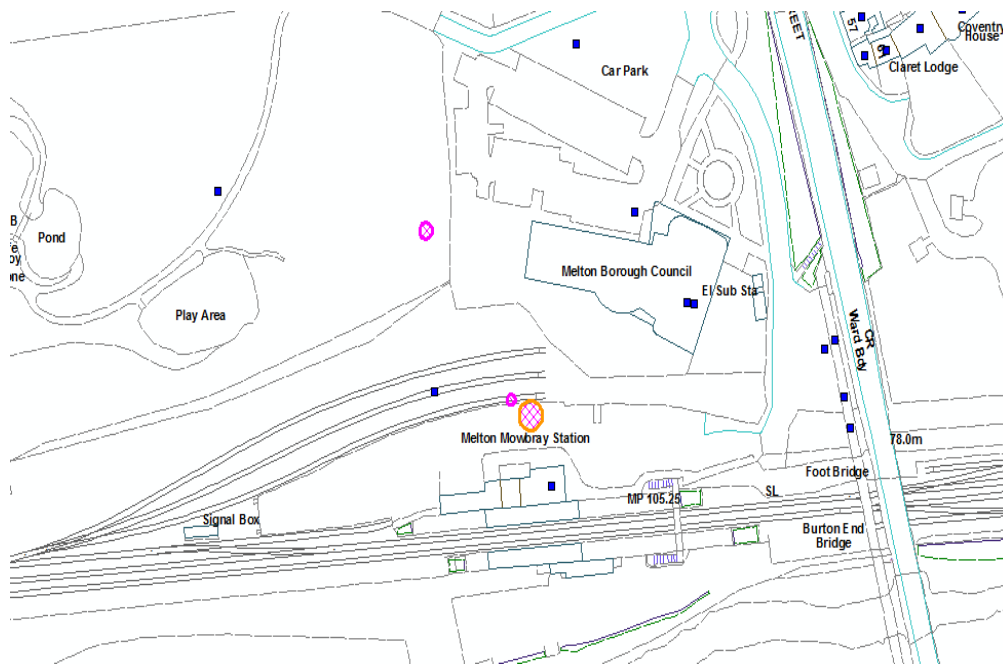
Reference: 14/00143/ADV

Date Submitted: 20.2.14

Applicant: Melton Borough Council

Location: Parkside, Station Approach, Burton Street, Melton Mowbray, LE13 1GH

Proposal: A way finder sign for rear of Parkside to greet railway users. Two permissive footpath signs for footpath link from Station to Town Centre.



Introduction:-

The application seeks planning permission to erect signage at the rear entrance to the Parkside site, on Station Approach adjacent to the Railway station, and at the entrance to the Park adjacent to the site.

It is considered that the main issues relating to the application are:

- **Compliance with the NPPF**
- **Impact upon the Conservation Area**

The application is required to be considered by the Committee as the proposal is submitted by Melton Borough Council.

Relevant History:-

09/00860/FUL Approval for New Council Offices and Civic Hall including alterations to the Station approach road and Mucky Lane

11/00508/ADV Approval for Monolith free standing sign, with ground based spotlight.

12/00794/COU Approval for Change of use of part of Network Rail land for parking of cars for a temporary period.

Planning Policies:-

The National Planning Policy Framework was published 27th March and replaced the previous collection of PPS. It introduces a ‘presumption in favour of sustainable development’ meaning:

- approving development proposals that accord with the development plan without delay; and
- where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.

The NPPF offers direction on the relative weight of the content in comparison to existing Local Plan policy and advises that whilst the NPPF does not automatically render older policies obsolete, where they are in conflict the NPPF should prevail. It also offers advice on the weight to be given to ‘emerging’ policy (i.e the LDF) depending on its stage of preparation, extent of unresolved (disputed) issues and compatibility with the NPPF.

The NPPF introduces three dimensions to the term Sustainable Development: Economic, Social and Environmental: It also establishes 12 core planning principles against which proposals should be judged. Relevant to this application are those to:

- Proactively support sustainable economic development to deliver business and industrial units,
- Conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

Specific to this application, paragraph 67 states that outdoor advertisements should be efficient, effective and simple in concept and operation. They should be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts.

Representations:

Consultation reply	Assessment of Head of Regulatory Services
<p>Highway Authority: No objection.</p>	<p>The proposed monolith sign is to be located adjacent to a public walkway between the town train station and the town centre. The signage has been designed to be easily read and will not obstruct the safe passage of pedestrians. The signs which indicate the permissive footpaths are positioned on a pole at a height of 2.3 metres above ground level.</p> <p>The proposal is not considered to have an impact on highway or pedestrian safety.</p>

Ward Councillors: At the time of writing no response had been received from the Ward Councillors	Noted.
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A site notice was posted at the site entrance. As a result no correspondence has been received to date.

Consultations:-

Representation	Assessment of Head of Regulatory Services
<p>Melton Mowbray Civic Society – no objection</p> <p>The Society does not object to the proposed signs but it is felt that there are already too many signs around the Parkside building. The proliferation of signs detracts from the good features of the site, such as the planting schemes. The National Planning Policy Framework, paragraph 64, states that "Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions" - will these signs improve the area? If, after due consideration, the decision is made to install the signs proposed in this application would it be possible to put an aesthetically pleasing view on the back of the "Totem" sign?</p>	<p>It has been agreed with the applicant that an image shall be applied to the proposed monolith sign in a similar style to that of the existing sign at the front of the building to which this treatment has also been given. However it is not considered necessary that this is a condition of the approval as it is not considered that the proposed additional signage in this location would create an unacceptable cumulative impact. There is currently no signage to the south of the building to direct visitors arriving at the train station towards the Parkside building. There is minimal existing signage in the area of the proposed location adjacent to the Town Park for the way finder signs whose purpose is to direct pedestrians from the Parkside building to the town centre and train station. The way finder signs are also small and unobtrusive.</p>

Other material considerations (not raised through consultation or representation)

Consideration	Assessment of Head of Regulatory Services
Impact upon residential amenity:	<p>There are no residential properties near the site and the nearest businesses are accommodated in the railway arches. No representations have been received.</p> <p>It is not considered that there will be any impact upon amenity as currently enjoyed by the occupiers of neighbouring properties.</p>
Design	<p>The proposed signage is one free standing sign in a monolith design with a green and white colour scheme in the MBC corporate style, also incorporating the names and logos of the partners. The height is 2010mm from ground level and it will measure 933mm in width. It is considered that the signage has been designed appropriately for its purpose and is in keeping with the host building and surrounding site.</p> <p>There are two way finder signs proposed for the entrance to the park and to the railway station site. These are arrow shaped signs at 1680mm from ground level on aluminium posts. The arrow signs measure 500mm in width and 200mm height. They are to indicate the permissive footpath to the Railway Station and to the Market Place. They feature 30mm high white lettering on a green background and 45mm high MBC and Town Estate Logos.</p>

	It is considered that the proposal meets with the overall objectives of the NPPF paragraph 67 which seeks to ensure that advertisements are efficient, effective and simple in operation.
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Conclusion

The application seeks advertisement consent for the erection of one totem style monolith sign, and two pole mounted arrow style footpath signs. It is considered that the design of the signage is efficient, effective and simple and therefore in accordance with the guidance contained within the NPPF, and will not have any adverse effect on public safety or amenity. The siting and design is considered to be acceptable in terms of highways standing advice with regard to the required head clearance height on public footpaths. Accordingly the application is recommended for approval.

RECOMMENDATION: Permit, subject to the following conditions:

1. The consent shall be read in conjunction with standard conditions below:
 - a. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
 - b. No advertisement shall be sited or displayed so as to:
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - c. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
 - d. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
 - e. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
2. The proposed signage shall be strictly in accordance with the approved colour RAL 6005, and style of lettering and materials as detailed on the sign images submitted on 20.2.14.
3. Notwithstanding the submitted details, no part of the proposed sign or its supports shall be less than 2.3 metres above the level of the footway/verge.

The reasons for the conditions are:-

1. In accordance with the requirements of the Town and Country Planning Act (Control of Advertisements) Regulations 1992
2. For the avoidance of doubt.
3. In the interests of Highway safety.

Officer to contact: **Mrs Lynn Eastwood**

Date: 1st August 2012