

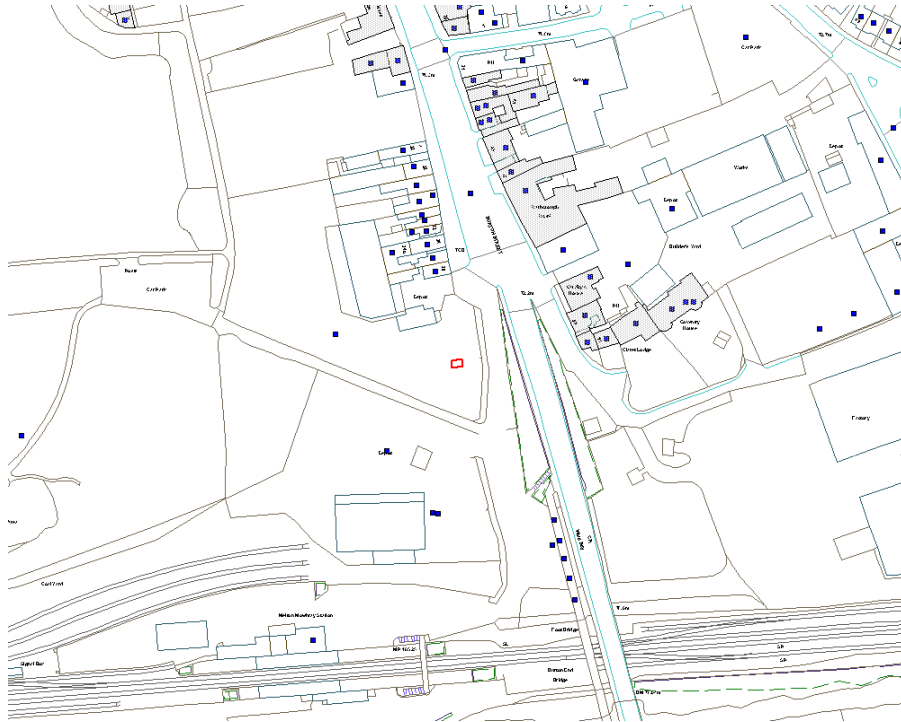
Reference: 11/00508/ADV

Date Submitted: 4th July 2012

Applicant: Melton Borough Council

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

Proposal: Monolith free standing sign, with ground based spotlight.



Introduction:-

The application seeks planning permission to erect illuminated signage at the entrance to the Parkside site on Station Approach

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

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- where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless: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:

A site notice was posted at the site entrance. As a result no correspondence has been received to date.

Consultations:-

Consultation reply	Assessment of Head of Regulatory Services
<p>Highway Authority: No objection, advises to check luminance and that light source to be shielded.</p>	<p>The proposed lighting is a ground mounted flood light.</p> <p>In accordance with Highways Standing advice, Appendix 6, the luminance level for the flood light should not exceed 800 cd/square metre. The highways authority has also requested that the light source must be shielded to protect drivers from glare.</p> <p>This can be controlled by means of a condition.</p> <p>The proposal is not considered to have an impact on highway safety subject to the imposition of conditions</p>
<p>Ward Councillors: At the time of writing no response had been received from the Ward Councillors</p>	<p>Noted.</p>
<p>Conservation Officer: The proposed sign is of a modern design as</p>	<p>Noted, due to the location, design and limited illumination the proposal would preserve the</p>

benefits the building and services which it will advertise. The ground mounted light to provide illumination is discretely located fronting the sign and although not strictly conservation related I do have concerns regarding potential vandalism and would therefore suggest the lamp be encased in some form of secure housing.	appearance of the Conservation Area. The proposal is not considered to have a detrimental effect on the Conservation Area.
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Other material considerations (not raised through consultation or representation)

Consideration	Assessment of Head of Regulatory Services
Impact upon residential amenity:	Due to the luminance level and proposed direction of the light source, and the separation distance involved. It is considered that there will be no impact upon residential amenities as currently enjoyed by the neighbouring residents
Design	The proposed sign is a free standing 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 3 metres from ground level and it will measure 1.2 metres 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.

Conclusion

The application seeks advertisement consent for the erection of an externally illuminated monolith sign. It is considered that the design of the signage is efficient, effective and simple in accordance with the guidance contained within the NPPF, and will not have any adverse effect on public safety or amenity. With regards to the Conservation area, the design of the signage is appropriate to the host building and surrounding site which it is to serve. The siting and design is considered to be acceptable in terms of highways standing advice subject to the luminance of the lighting being within the advised levels. 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 colour scheme, style of lettering and materials as detailed on the sign image received on 18th June 2012 Colour RAL 6005 as

confirmed via email on 23rd May 2012.

3. Light fittings must be shielded in order that the luminance of the light source is not a hazard to the safety of road users.
4. The maximum luminance of the light source shall not exceed 800 cd/m².

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. To protect drivers from glare resulting from uncovered light sources near the highway.
4. To ensure that the proposed sign illumination is compatible with other lighting/illumination in the area.

Officer to contact: **Mrs Lynn Eastwood**

20th July 2012