



COMMITTEE DATE 20/07/2022 **WARD** Kirkby Cross and Portland

APP REF V/2022/0385

APPLICANT Sarah Daniels (Ashfield District Council)

PROPOSAL Application for Consent to Display an Advertisement - Main Building Signage "Kirkby Leisure Centre" 1no. Illuminated

LOCATION Festival Hall, Hodgkinson Road, Kirkby in Ashfield, Notts, NG17 7DJ

WEB LINK <https://www.google.co.uk/maps/place/Festival+Hall+Leisure+Centre/@53.0988967,-1.2494665,17z/data=!3m1!4b1!4m5!3m4!1s0x487995b0dbad093d:0x74ce801eb5cabbc2!8m2!3d53.0988931!4d-1.2472827>

BACKGROUND PAPERS A, B, D & E

App Registered 16/05/2022

Expiry Date 10/07/2022

Consideration has been given to the Equalities Act 2010 in processing this application.

This application has been called into the planning committee as Ashfield District Council is the applicant.

The Application

This application seeks consent to display the main building signage for the new Kirkby Leisure Centre. The display is set to be erected on the eastern elevation of the building which will act as the main entrance upon completion.

The advertisement will read as 'Kirkby Leisure Centre', the sign will have a width of 2.65 metres with a height of 2.93 metres. The colour of the signage will be brushed stainless steel and will feature internally illuminated components that are proposed to be static and have an illuminance level of 500 cd/m² (candelas per metre squared)

Consultations

Site Notices have been posted together with individual notification of surrounding residents.

Ashfield District Council Environmental Health:

No objections.

Nottinghamshire County Council Highways:

Do not wish to raise any objections.

Residents Comments:

No comments have been received from residents in respect of this application.

Policy

Having regard to Section 38 of the Planning and Compulsory Purchase Act 2004 the main policy considerations are as follows:

National Planning Policy Framework (NPPF) (2021):

Part 12 – Achieving well designed places.

Ashfield Local Plan Review (ALPR) (2002):

ST1 – Development.

ST2 – Main Urban Area.

Relevant Planning History

Application Reference: V/2020/0201

Description: New Leisure Centre and Associated Infrastructure

Decision: Conditional Consent

Decision Date: 17/06/2020

Comment:

Material Considerations

- Visual Amenity
- Residential Amenity
- Highway safety

Visual Amenity:

The proposed signage offers a simplistic design that is both sympathetic to the design of the building and the wider street scene. It is considered that the signage will not lead to significant harm in terms of visual amenity.

Residential Amenity:

There are nearby properties to the signage and as the sign is illuminated it is important to assess whether this will create significant issues to the nearby residents. Based on the guidance from the institute of lighting engineers, signage up to 10m² (proposed signage is 7.76m²) that is located within a town centre, can reach a maximum of 1000 cd/m², as the proposed signage is only 500 cd/m² this is well within the maximum lamination provided by the guidance and therefore should not pose itself as a significant impact on any nearby residents.

Highway safety:

The location of the signage is considered to be reasonable to identify the use and building, the luminance of the sign is within the guidance as stated above and the County Council as the highway authority do not raise any concerns. There is therefore considered to be no impact on highway safety caused by this proposal.

Conclusion:

Overall, the proposed advertisement is considered appropriate. The impact on the visual, residential amenity and highway safety have been assessed, and it is considered that there will be no undue harm to neighboring properties and no loss of visual amenity in the street scene and surrounding area and no harm to highway safety.

It is therefore recommended that this application is granted advertisement consent, subject to the following conditions.

Recommendation: - Conditional Consent

CONDITIONS

1. This grant of consent expires at the period of five years from the date of this decision.
2. 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.
3. 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.
4. 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.
5. 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.
6. The intensity of illumination of the sign shall not exceed 500 candelas/square metre.
7. The advertisement(s) hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted plans, received on 11/05/2022

REASONS

1. To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.
2. To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.
3. To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.
4. To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.
5. To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.
6. To ensure that the display does not appear as an unduly prominent feature in the area.
7. To ensure that the display takes the agreed form, and the level of advertising is not excessive, in the interests of amenity.

INFORMATIVE

1. The applicant/developer is strongly advised to ensure compliance with all planning conditions, if any, attached to the decision. Failure to do so could result in legal action being taken by Ashfield District Council at an appropriate time, to ensure full compliance. If you require any guidance or clarification with regard to the terms of any planning conditions, then to contact the development & Building Control Section of the Authority on Mansfield (01623 450000)