



**COMMITTEE DATE**      14/12/2022                      **WARD**              Kirkby Cross and Portland

**APP REF**                      V/2022/0717

**APPLICANT**                      Sarah Daniels

**PROPOSAL**                      Application for Consent to Display an Advertisement -  
Secondary Building Signage 'Kirkby Leisure Centre' With  
Directional Arrow

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

**WEB-LINK**                      [https://www.google.co.uk/maps/@53.0985683,-  
1.2479374,18z?hl=en-GB](https://www.google.co.uk/maps/@53.0985683,-1.2479374,18z?hl=en-GB)

**BACKGROUND PAPERS**                      A, B, C, D

App Registered 22/09/2022                      Expiry Date 16/11/2022

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

*This application has been referred to Planning Committee as Ashfield District Council is the applicant.*

### **The Application**

This application seeks consent to display a secondary building sign for Kirkby Leisure Centre with a directional arrow. The sign is proposed to be erected on the North elevation which faces onto the car park of 'B&M', just below the parapet of the building and is visible from Station Street. When looking at the sign the arrow points left to direct people towards Hodgkinson Road where the main entrance to the leisure centre is located.

The lettering of the sign will be 2.9m high and 2.6m wide, the arrow will have a height of 0.6m and a width of 0.7m. The colour of the sign will be brushed stainless steel and is located approximately 6m above the highest ground level.

When the application was first submitted the proposed arrow was pointing towards Lindleys Lane which is where the staff car park is. Clarification was requested as to why the sign was pointing in that direction and it was found that it was an error on the plans. Amendments were provided showing the arrow pointing in the opposite

direction towards Hodgkinson Road where the public car park will be for the Leisure Centre. Residents were re-consulted following the receipt of the amendment.

### **Consultations**

A site Notice has been posted together with individual notification of surrounding residents.

### **NCC Highways**

- The sign will not be an obstruction or a distraction to drivers and is non-illuminated
- No objection

(Re-Consultation Comments)

- No objection

### **Residents**

4 Comments have been received objecting to the proposal and raising the following:

- Arrow pointing towards Lindleys Lane which is staff only
- Traffic and on street parking increased since Leisure Centre opened
- Do not need to advertise Lindleys Lane as entrance
- Customers should be encouraged to use Hodgkinson Road entrance
- Issue of parking has been raised throughout
- Original plans stated Lindleys Lane was Staff only
- Signage will cause further problems for residents because of parking on pavement
- Traffic situation is dangerous
- Sign will mislead public

(Re-Consultation following amendments to change arrow direction)

1 comment was received objecting to the proposal and raising the following:

- Signage needs to be positioned carefully to clarify entrance is not Lindley Lane
- Staff members are currently using car park and Lindleys Lane to park causing chaos
- Accidents happening daily
- Street not adequate to handle volume of traffic

1 comments was received neither objecting or supporting raising the following:

- Glad to see arrow pointing toward Hodgkinson Road

### **Policy**

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

### **Ashfield Local Plan Review (ALPR) (2002)**

ST2 – Main Urban Area

## **National Planning Policy Framework (NPPF) (2021)**

### **Part 12 – Achieving well designed places**

#### **Relevant Planning History**

V/2020/0201 - New Leisure Centre and Associated Infrastructure - Condition Consent

V/2022/0385 – Application for Consent to Display an Advertisement Main Building Signage “Kirkby Leisure Centre” – Conditional Consent

#### **Comment :**

##### **Main Considerations**

The main issues to consider in the determination of this application are:

- Visual Amenity
- Residential Amenity
- Highway Safety

##### **Visual Amenity**

The proposed sign is in keeping in design with the main sign approved earlier in the year. It is a simplistic design and is considered sympathetic to the design of the building and the wider street scene. Overall, it is considered that the proposal will not have a detrimental impact on visual amenity or character of the street scene.

##### **Residential Amenity**

Concerns have been raised by residents mainly in relation to access and highway safety so will be discussed in the next section of this report.

There are residents across the road from the proposed location of the sign however due to the siting and the fact that the sign is not illuminated it is considered that it would not have a detrimental impact on the amenity of nearby residents.

##### **Highway Safety**

Concerns have been raised by residents regarding volume of traffic, parking, highway safety, misleading sign. The proposed signed as discussed above has been amended to ensure the arrow is pointing towards Hodgkinson Road to ensure it is not misleading and is pointing the public towards the customer car park and not the staff car park. It is considered that the volume of traffic and dangerous parking on Lindleys Lane would not be impacted by the proposed signed. If anything the sign is likely to encourage customers to park within the customer car park by directing them from Station Street to the next turning which is Hodgkinson Road.

Nottinghamshire County Council Highways were consulted on the application and have raised no objections. They have commented that the signage will be non-

illuminated, will not be an obstruction and will not be a distraction to drivers. It is considered that the proposal will not have an impact on highway safety.

### **Conclusion :**

Overall, it is considered that the proposed advertisement is appropriate and will not have a detrimental impact on the visual amenity, residential amenity or highway safety. Therefore, it is recommended that the application is granted advertisement consent subject to the following conditions.

### **Recommendation: - Grant Conditional Consent**

### **CONDITIONS**

1.
  - i The consent hereby given shall expire five years from the date of this notice.
  - ii 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.
  - iii 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 road 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.
  - iv Any advertisement displayed, and any site used for the display of the advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
  - v 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.
  - vi Where any advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
2. The advertisement(s) hereby granted consent shall be displayed solely in accordance with the submitted elevation drawings, received 18/10/2022.

## **REASONS**

1. To comply with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.
2. 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)