



MAP SCALE 1: 750
CREATED DATE: 25/10/2023

COMMITTEE DATE 01/11/2023 **WARD:** Sutton St Mary's

APP REF V/2023/0515

APPLICANT P Crawford Ashfield District Council

PROPOSAL Application for Consent to Display an Advertisement(s) -
Installation of 3no Organisation Signs

LOCATION 70-72 High Pavement, Sutton in Ashfield, Notts, NG17 1BT

WEB-LINK <https://www.google.com/maps/@53.1223885,-1.2639188,19z?entry=ttu>

BACKGROUND PAPERS A, B, D

App Registered 08/09/2023 Expiry Date 02/11/2023

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:

The application is seeking consent for 3 advertisements to the east and south elevations of the building. The signage will consist of two static internally illuminated signs with an illuminance level of 850 cd/m² each and one non-illuminated sign.

The first sign will be on the south elevation facing High Pavement. It will be 3.67m in width by 1.8m in height and the bottom of the sign will be 4.275 above ground level in line with the first floor windows.

The second and third signage will on the east elevation facing Langton Road. One is proposed above the entrance, measuring 2.31m in width by 1.8m in height. The third is an organisational sign which contains details of the organisations in the building and measures 1.44m in width by 1.526m in height, the bottom of this sign being 0.304 above ground level.

All signage will be aluminium with white text on a green background.

Consultations

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

NottsCC Highways:

This application can be considered under Standing Advice.

Policy

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

Local Plan Review (ALPR) (2002)

- ST1 - Development
- ST2 – Main Urban Area

National Policy Framework (NPPF) (2023)

- Part 12 – Achieving Well Designed Places

Relevant Planning History

X/2023/0032 - Application to determine if prior approval is required for installation of roof mounted solar PV panels – Prior Approval Not Required – 04/08/2023.

V/2022/0148 - Alterations to the facade including new fenestrations and cladding, landscaping and new vehicular access, minor internal alterations – FULCC – 01/06/2022.

Comments:

In respect of applications for advertisement consent only two issues can be considered in the determination of the application. These issues are amenity and public safety. The main issues to consider in the determination of this application are considered to be visual amenity and highway safety.

Visual Amenity

The proposed signage 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.

Highway Safety

Nottinghamshire County Council Highways were consulted on the application and have raised no objections. The proposed signage is to be illuminated however it is considered that the signage is set back far enough from the highway that they will not cause distraction or concerns in regards of highway safety.

Conclusion:

Overall, it is considered that the proposed advertisements are appropriate and will not have a detrimental impact on the visual amenity or highway safety. Therefore, it

is recommended that the application is granted advertisement consent subject to the following conditions.

Recommendation: - Grant Advertisement Consent – Conditionally

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. This permission shall be read in accordance with the following plans:
 - Proposed Elevations with Signage received 11/09/2023.
 - Site location Plan received 07/09/2023.
 - Advertisement Drawings received 07/09/2023.

The development shall thereafter be undertaken in accordance with these plans unless otherwise agreed in writing by the Local Planning Authority.

REASONS

1. In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
2. To ensure that the development takes the form envisaged by the Local Planning Authority when determining the application.

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 the 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 do not hesitate to contact the Development & Building Control Section of the Authority on Mansfield (01623 450000).