



Report to Planning Committee 15 February 2024

Business Manager Lead: Lisa Hughes – Planning Development

Lead Officer: Yeung Browne, Planner

Report Summary		
Application Number	23/02094/ADV	
Proposal	Display of 3 No. fascia signs	
Location	34 Manvers View, Boughton, NG22 9HJ	
Applicant	Newark and Sherwood District Council - Mr Terry Bailey	
Web Link	23/02094/ADV - Display of 3 No. fascia signs	
Registered	30.11.2023	Agreed extension of time 21.02.2024
Recommendation	That Advertisement Consent is <u>APPROVED</u> subject to the Conditions detailed at Section 10.0	

In accordance with the Council’s Constitution, this application is before the Planning Committee for determination as Newark and Sherwood District Council is the Applicant.

1.0 The Site

The application site is situated off Manvers View, an established residential estate to the north of Boughton, known as The Retford Road Estate. Accessed through Turner Lane, Manvers View comprises mainly two storey terraced dwellings. The property comprises three bedrooms with bathroom upstairs and living room, dining room, kitchen and wc downstairs. The property at no. 34 is an end of terrace dwelling adjacent to the end of Manvers View, adjoining with another dwelling to the west, and an open field to the south.

2.0 Relevant Planning History

23/02091/FUL - Change of use from residential to Community Hub including associated alterations. Pending consideration.

3.0 The Proposal

The application seeks advertisement consent to display three fascia signs to announce the Boughton Community Hub (the existing premises) on the existing property known as no.34

Manvers View.

Sign 1 would be positioned on the east side elevation of the property measuring 2.0m wide by 0.75m in height.

Signs 2 and 3 would be positioned on the southern (front) elevation. Sign 2 would measure 2.0m in width and 0.4m in height and sign 3 would be 0.8m in width and 1.22m in height as detailed below:



Sign 2 - 2000mm x 400mm



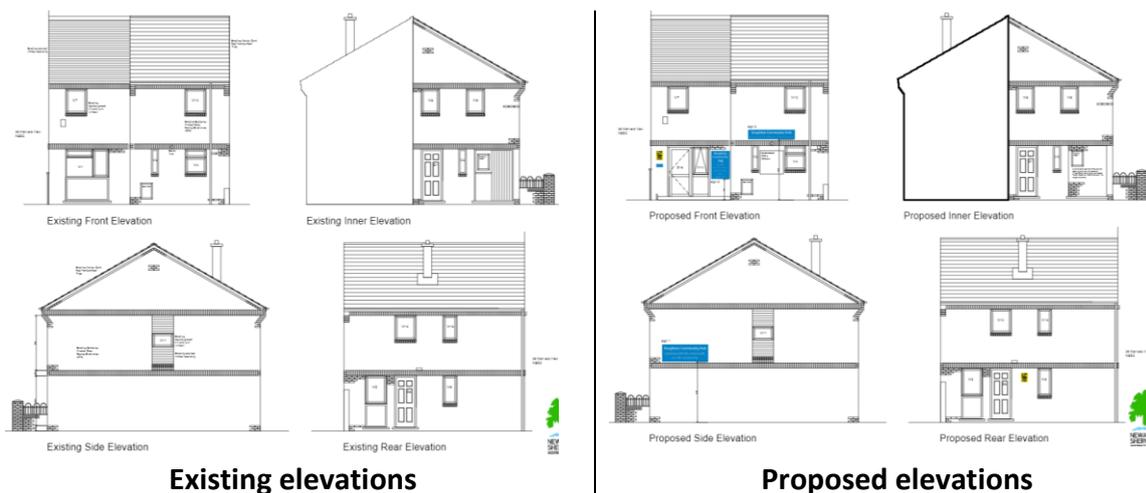
Sign 1 - 2000mm x 750mm



Sign 3 - 800mm x 1220mm

Two small 'Entrance' and 'CCTV' signs would also be placed to the left of the entrance door on the north elevation measuring 0.3m by 0.15m, and 0.3m by 0.4m approximately.

One small 'CCTV' sign would be placed to the right of the rear door on the north elevation measuring approximately 0.3m by 0.4m.



Material of the signs would be aluminium composite, projecting no more than 0.003m from the external wall of the building. The signs would have light blue background and white letting and none would be illuminated.

Submitted Documents as listed below:

- Site location plan received 28 November 2023
- Block plan received 28 November 2023
- Existing Elevations ref: 5 received 28 November 2023
- Proposed elevations ref: 8 received 28 November 2023
- Proposed signage ref: 9 received 28 November 2023

4.0 Departure/Public Advertisement Procedure

Occupiers of five properties have been individually notified by letter. A site notice has also been displayed near to the site on 13.12.2023.

Site visit undertaken on 13.12.2023.

5.0 Planning Policy Framework

The Development Plan

Newark and Sherwood Amended Core Strategy (Adopted March 2019)
Core Policy 9 – Sustainable Design

Allocations & Development Management DPD

Policy DM5: Design

Policy DM12: Presumption in Favour of Sustainable Development

Other Material Planning Considerations

- National Planning Policy Framework 2023
- Planning Practice Guidance
- Town and Country Planning (Control of Advertisements) (England) Regulations 2007
- Newark and Sherwood Local Development Framework Shopfronts and Advertisement Design Guide SPD

6.0 Consultations and Representations

NB: Comments below are provided in summary - for comments in full please see the online planning file.

(a) Statutory Consultations

NCC Highway Authority – confirmed that this application can be considered under Standing Advice.

(b) Parish Council

Ollerton and Boughton Town Council – No comment received.

(c) Representations

No comments have been received from any interested parties/residents.

7.0 Comments of the Business Manager – Planning Development

The key issues are:

1. Background Information
2. Impact on Amenity
3. Impact on Public Safety

In line with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and paragraph 141 of the NPPF (2023) the main issues in determining this application for advertisement consent are related to amenity and public safety, taking account of cumulative impacts. The intentions of national policy are mirrored by Policy DM5 of the Allocations and Development Management DPD.

The above regulations advise that in determining advertisement applications the local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account - (a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors. The factors that are considered relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Impact on Amenity

“Amenity” is not defined exhaustively in the aforementioned Control of Advertisements Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)). It is, however, a matter of interpretation by the local planning authority as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

Core Policy 9 (Sustainable Design) of the Core Strategy and Policy DM5 (Design) of the Allocations and Development Management DPD relate to visual amenity by seeking to ensure the character and appearance of the surrounding area is preserved. The justification text for Policy DM5 states that the impacts of advertisements in terms of visual amenity will be assessed by reference to local distinctiveness. Broadly this element of the policy seeks to ensure that new development reflects the character of the locality in terms of its scale, form and design.

The application seeks consent for the installation of 3 fascia signs to the existing property at Manvers View (currently pending decision for change of use to a community hub for the local residents). The signs would advertise the local community hub including white text and light blue background. The signs are non-illuminated and would be fixed to the building, 2.6m above ground level for signs 1 and 2 and 0.9m above ground level for sign 3.

The fascia signs would be appropriately sited and designed and would advertise the Boughton Community Hub's main approach. The signage would be affixed to the building and completed with aluminium composite, projecting no more than 0.003m from the external walls of the building. As such, it is not considered the proposed signs would result in visual clutter. These are not overly large and appropriate for the scale of the building.

Overall, it is considered that the scale and design of the advertisements proposed would be appropriate for the location. The signage would be visible within the public realm to pedestrians walking and driving in the vicinity, however, the signage would not result in any adverse visual amenity impact which is in accordance with DM5 and CP9 as well as the provisions of the NPPF.

Impact upon Public Safety

Policy DM5 acknowledges that the assessment of advertisement applications in terms of public safety will normally be related to the impact on highway safety. Owing to the nature of the application it falls to be considered against the Highway Authorities standing advice. It is considered that the proposed advertisements would not result in any unacceptable detriment to highway safety for pedestrians or other highway users given the proposed siting of the signage would be attached to the building and lack any illumination. The advertisements are therefore considered acceptable in terms of public safety.

8.0 Implications

In writing this report and in putting forward recommendations officers have considered the following implications; Data Protection, Equality and Diversity, Financial, Human Rights, Legal, Safeguarding, Sustainability, and Crime and Disorder and where appropriate they have made reference to these implications and added suitable expert comment where appropriate.

9.0 Planning Balance and Conclusion

The proposed advertisement signs are considered appropriate and proportionate to the purpose which they would serve. There are no identified detrimental impacts in relation to public safety or visual amenity – as a result the proposal is therefore compliant with paragraph 141 of the NPPF, Core Policy 9 of the Amended Core Strategy and Policy DM5 of the Allocations and Development Management DPD. Accordingly, there are therefore no material considerations why advertisement consent should be refused.

10.0 Conditions

01

This consent shall expire at the end of a period of 5 years from the date of this consent.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

02

The advertisements hereby permitted shall not be carried out except in complete accordance with the site location plan and approved proposed plans reference:

- Site location plan received 28 November 2023
- Block plan received 28 November 2023
- Proposed elevations ref: 8 received 28 November 2023
- Proposed signage ref: 9 received 28 November 2023
- Application Form received 28 November 2023

Reason: So as to define this consent.

03

The advertisements hereby permitted shall be constructed entirely of the materials and colour finishes detailed in the submitted application.

Reason: In the interests of visual amenity.

04

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.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

05

No advertisement shall be sited or displayed so as to:

- a) endanger persons using the highway.
- b) obscure, or hinder the ready interpretation of, any traffic sign; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

06

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.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

07

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.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

08

Where an advertisement under these regulations is to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

Informatives

01

The application as submitted is acceptable. In granting permission without unnecessary delay the District Planning Authority is implicitly working positively and proactively with the applicant. This is fully in accordance with Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended).

BACKGROUND PAPERS

Application case file.

Committee Plan - 23/02094/ADV

