

Report of the Chief Executive

19/00685/ADV
RETAIN HOARDING
BASFORDS LTD, NOTTINGHAM ROAD, ATTENBOROUGH,
NOTTINGHAM, NG9 6DP

Councillor D K Watts has requested this application be determined by Planning Committee.

1 Background

- 1.1 The application seeks to retain a large hoarding which advertises the company, Basfords Ltd. The hoarding is 2.7m above ground level, 5.6m in width, 3m in height and 0.2m in depth. The hoarding is set down marginally from the top of the building.
- 1.2 During the course of the application, the plans were amended to reposition the overhanging element of the hoarding to wrap around the building so it extends 0.5m along the east (side) elevation. A condition will be included so the hoarding is amended to include the wraparound element within eight weeks of the decision date.
- 1.3 This application is the result of the hoarding being displayed without the benefit of advertisement consent. An enforcement case (18/0003/ENF) was raised against the unauthorised hoarding and presented at October's Planning Committee. This was due to previous applications failing to meet the validation requirements for an application. Enforcement action was advised for the removal of the unauthorised hoarding. The minutes documented for this meeting stated the following: *"During initial contact with the business, the Council gave the option to either permanently remove the sign or to apply for advertisement consent to retain the sign."* A new application was submitted which included an amendment to wrap the overhanging element of the hoarding around the corner of the building.
- 1.4 The main issues relate to whether the principle of consent for the hoarding is acceptable and whether there will be an unacceptable impact amenity and public safety.
- 1.5 The benefit of the proposal is that it would enable the business to continue to advertise the company name. Whilst it is acknowledged the hoarding is large the amendment to wrap the sign around the side of the building will improve its visual impact, it is not illuminated and it is set back from Nottingham Road. Furthermore, it is considered unlikely to cause a distraction to drivers, especially considering it is positioned within a largely a commercial area where signs of this nature are generally expected.
- 1.6 The Committee is asked to resolve that planning permission be granted subject to the conditions outlined in the appendix.

APPENDIX

1 Details of the Application

- 1.1 The application seeks to retain a large hoarding which advertises the company, Basfords Ltd. The hoarding is 2.7m above ground level, 5.6m in width, 3m in height and 0.2m in depth. The hoarding is set down marginally from the top of the building.
- 1.2 During the course of the application, the plans were amended to reposition the overhanging element of the hoarding to wrap around the building so it extends 0.5m along the east (side) elevation. A condition will be included so the hoarding is amended to include the wraparound element within eight weeks of the decision date.

2 Site and surroundings

- 2.1 The main building is constructed from orange brick with white smooth render on the front/side elevations with large glazing in front elevation. 0.5m high bollards extend along Nottingham Road frontage and around western corner. A 1m high block wall extends across the eastern boundary. The land slopes down slightly across the site from north to south. The car park to the front of the building is accessed through access from the road to the west of the site.
- 2.2 An MOT garage (Highway Garage) and car sales business are positioned to east, Portakabin offices and portakabins are positioned to the west, Stonehouse Tablet (industrial tablet manufacturing company) is positioned to rear and a car sales business is positioned to the north (Evans Halshaw).

3 Relevant Planning History

- 3.1 An application to erect two non-illuminated fascia signs and one non-illuminated sign (11/00204/ADV) was granted consent in May 2011.

4 Relevant Policies and Guidance4.1 **National Planning Policy Framework (NPPF) 2019:**

- Section 12 - Achieving well-designed places

5 Consultations

- 5.1 Six neighbours were consulted on the application and no comments were received.

6 Assessment

- 6.1 Paragraph 132 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements

should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

6.2 No objections have been received.

6.3 Although it is accepted the hoarding is relatively large, the building itself is large with the result that the hoarding does not appear out of keeping or appear disproportionate. The amendment to the application to wrap the sign around the side of the building will improve its visual impact. Furthermore, the hoarding is positioned on the part of the building which is recessed which reduces its prominence. The hoarding is not illuminated and is set back 21m from Nottingham Road and is therefore considered to be an acceptable distance to not cause a visual distraction to drivers.

6.4 Nottingham Road has a number of businesses with advertisements that the hoarding does not appear out of keeping with the area. Whilst it is accepted this will add to the number of advertisements in the area, it is considered it will not represent visual clutter due to the reasons stated above.

7 Planning Balance

7.1 Whilst it is accepted this is an additional hoarding in an area with a number of advertisements, it is considered the hoarding relates to the size of the building that it will not appear out of keeping and is not illuminated and set back from the road to not cause a distraction to drivers. On balance, it is considered the amendment to the application described above is sufficient to ensure that the hoarding does not represent visual clutter and should be approved.

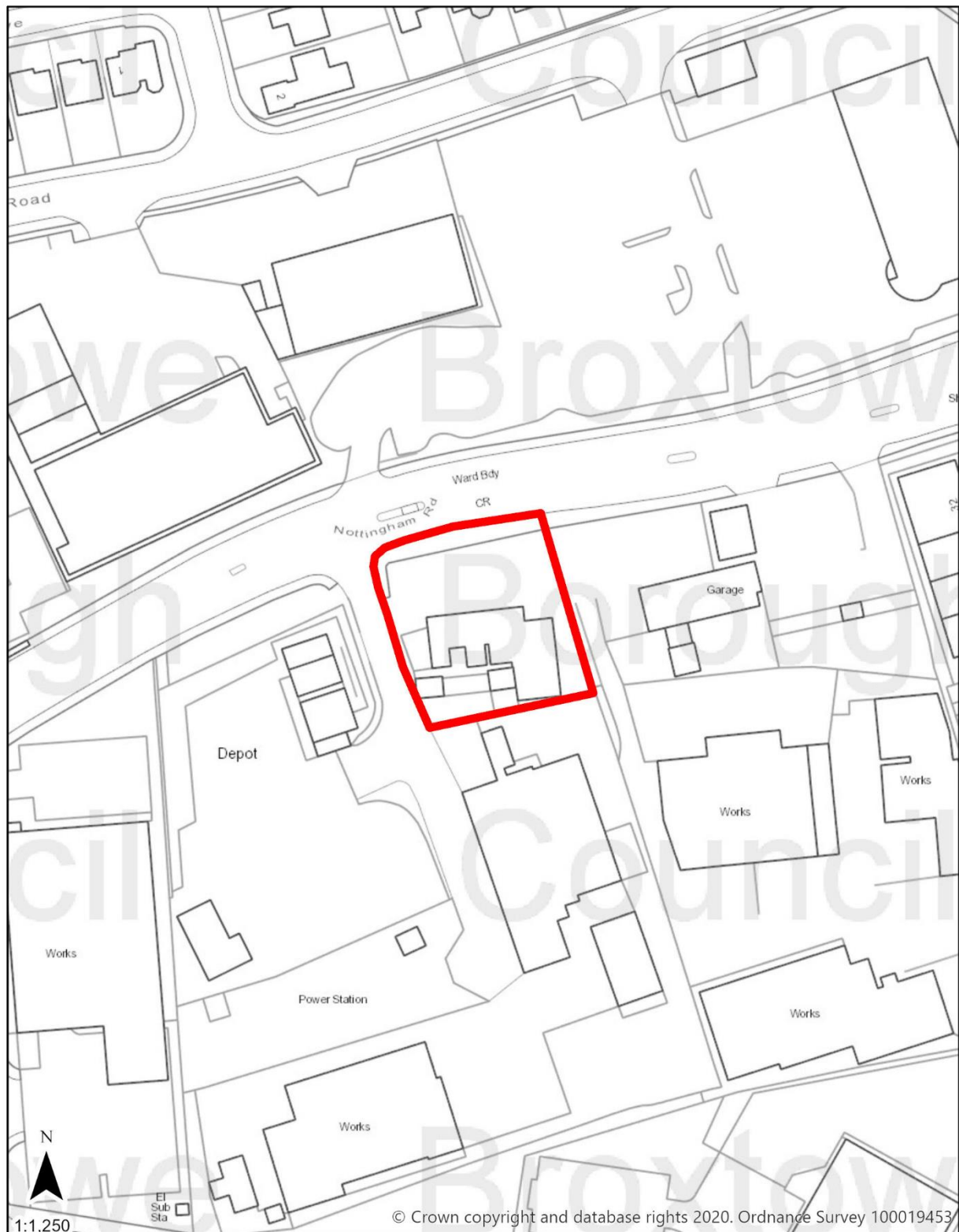
8 Conclusion

8.1 It is concluded that subject to the hoarding being amended in accordance with proposed plans, it is acceptable and should be approved.

Recommendation	
The Committee is asked to RESOLVE that planning permission be granted subject to the following conditions.	
1.	<p>a) Any advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.</p> <p>(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.</p> <p>(c) Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.</p>

	<p>(d) 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.</p> <p>(e) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).</p> <p><i>Reason: In the interests of amenity and public safety.</i></p>
<p>2.</p>	<p>The development hereby approved shall be carried out in accordance with the Site Location Plan (1:1250) received by the Local Planning Authority on 25 October 2019 and drawing number: RS/CD/17/10/19/01 Rev E received by the Local Planning Authority on 27 February 2020.</p> <p><i>Reason: For the avoidance of doubt.</i></p>
<p>3.</p>	<p>The hoarding hereby approved shall be removed within 8 weeks of the date of this decision notice unless the section of the hoarding which extends beyond the east (side) elevation of the building has been amended so as to accord with drawing number: RS/CD/17/10/19/01 Rev E received by the Local Planning Authority on 27 February 2020.</p> <p><i>Reason: In the interests of amenity.</i></p>
	<p>NOTES TO APPLICANT</p>
<p>1.</p>	<p>The Council has acted positively and proactively in the determination of this application by working to determine it within the agreed determination timescale.</p>

Map



Legend

 Site

Photographs



North elevation



North elevation



North elevation

Plans (not to scale)



photo of existing sign

