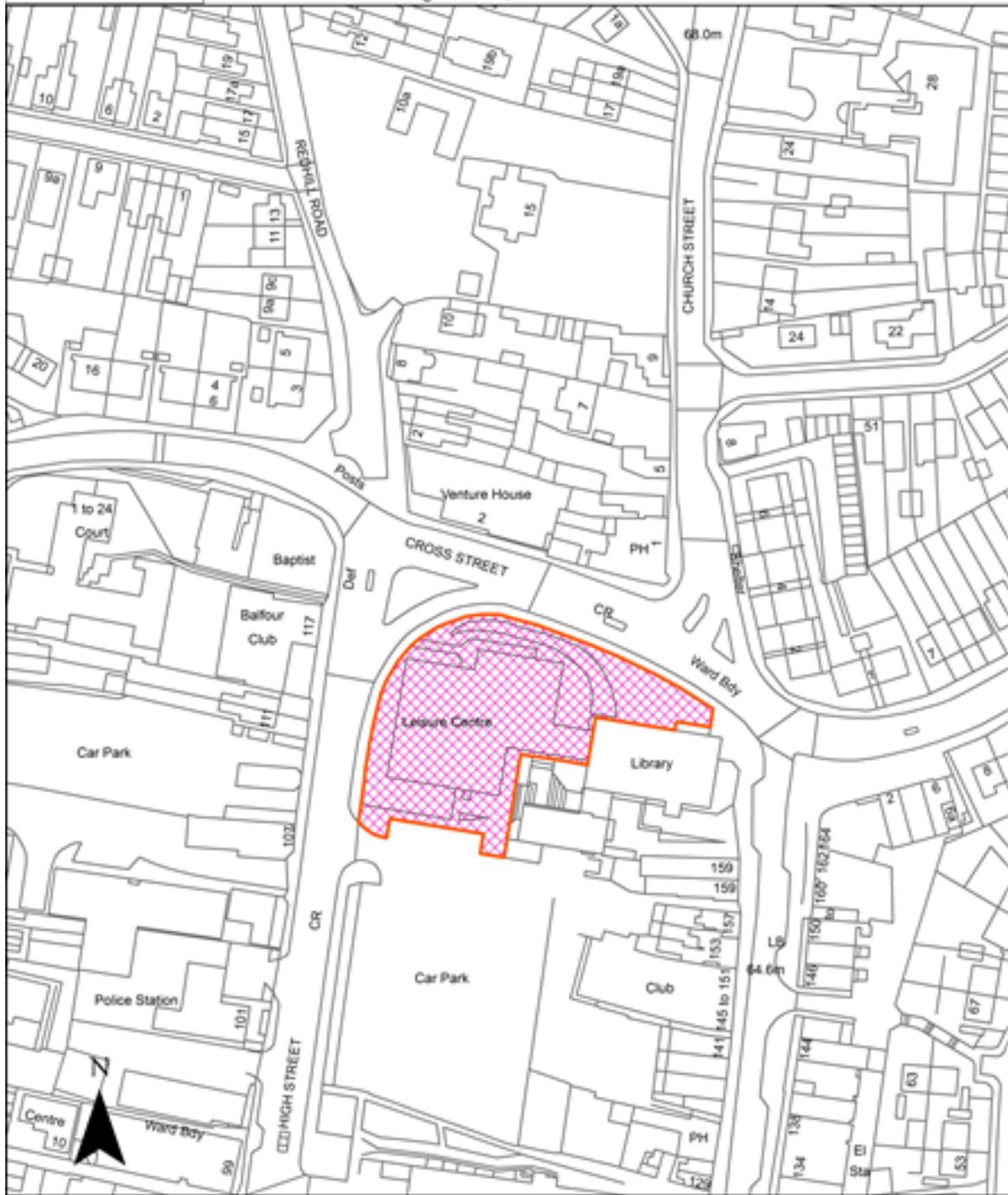


Application Number: 2016/0738
Location: Arnold Leisure Centre, High Street, Arnold,
Nottinghamshire.



NOTE:
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Report to Planning Committee

Application Number:	2016/0738
Location:	Arnold Leisure Centre, High Street, Arnold, Nottinghamshire.
Proposal:	1 hanging illuminated box sign, 1 illuminated notice board and 2 boards.
Applicant:	Andy Hardy
Agent:	
Case Officer:	Deirbhile O'Mahony

Site Description

This application relates to the Arnold Leisure Centre, a flat roofed brick/sectional concrete building of approximately three storey height accommodating the public swimming pool and theatre. The Leisure Centre is situated at the junction of High Street and Cross Street on the periphery of Arnold Town Centre within the Secondary Shopping Area. The site is immediately adjoined to the east by the Arnold Library, a brick flat roofed building and to the south by a public car park linked to the Leisure Centre by pedestrian access. To the north of the site are residential properties and to the west a variety of business, leisure and residential premises.

Proposed Development

The proposal seeks Advertisement Consent for the following:

- x1 Illuminated hanging box sign;
- x1 Illuminated notice board;
- x2 Hanging boards.

The proposed Illuminated Hanging Box sign measures 3.6m in height, 0.4m in width, 0.1m in depth and it would be placed at a height of 2.4m above ground level. It would be internally illuminated and the illumination level would not exceed 300cd/m of overall sign.

The proposed Illuminated Notice Board measures 1.4m in height, 1m in width, 0.05m in depth and it would be placed at a height of 1.2m above ground level. It would be internally illuminated. The illumination level would not exceed 300cd/m of overall sign.

The no.2 Hanging Boards measure 2m in width, 1m in height, 0.05m in depth and it would be placed at a height of 1.2m above ground level.

Consultations

Adjoining Neighbours have been notified and a Site Notice was posed. No letters of representation were received as a result.

Nottinghamshire County Council (Highways Authority) – No objections.

Public Protection – Having reviewed the information regarding this application, there are no further comments.

Planning Considerations

The main considerations in determining this application are the visual impact of the proposed advertisements on the site itself and neighbouring properties amenity and highway safety.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state that Local Planning authorities should consider applications in the interests of amenity and public safety. The National Planning Policy Framework (2012) (NPPF) is the relevant national policy guidance in the determination of this application.

Paragraph 67 of the NPPF states that:-

‘Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.’

The Institution of Lighting Engineers Technical Report No.5 – 3rd Edition (2001) is used to assess acceptable lighting levels and to calculate appropriate luminance levels for signs. In an area classed as E3 (Medium district brightness areas) (e.g. small town centres, urban locations) when the area to be illuminated is over 10m sq the appropriate luminance level is up to 600cd/m.

I am satisfied that the appearance of the signage would be visually acceptable within the streetscene and would be in keeping with the edge of town centre location.

In my opinion the location of the signs together with the luminance levels are acceptable in accordance with the Highways Authority Standing advice, I therefore consider that there are no highway safety implications arising from the proposal and I am satisfied that the proposed signage results in no undue impact on neighbouring amenity given its siting.

Accordingly I recommend that advertisement consent be granted.

Recommendation:

Grant Advertisement Consent.

Conditions

1. The development hereby approved shall only be carried out in accordance with the application form and drawing received on the 17th June 2016, unless otherwise agreed in writing by the Borough Council.
2. The illumination shall be as shown on the approved drawing, listed in Condition 1 above, and the means of illumination must not be intermittent, pulsing or flashing kind.
3. The consent to display advertisements is for a period of 5 years commencing on the date of this decision.
4. All advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Borough Council.
5. Any hoardings or similar structure, sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
6. Where any advertisement is required under the Regulations to be removed, the removal, thereof, shall be carried out to the reasonable satisfaction of the Borough Council.

Reasons

1. To define the permission, for the avoidance of doubt.
2. In the interest of highway safety.
3. To comply with the requirements of the Town and Country Planning [Control of Advertisements] Regulations.
4. To comply with the requirements of the Town and Country Planning [Control of Advertisements] Regulations
5. To comply with the requirements of the Town and Country Planning [Control of Advertisements] Regulations.
6. To comply with the requirements of the Town and Country Planning [Control of Advertisements] Regulations.

Reasons for Decision

In the opinion of the Borough Council the signage will result in no undue impact on the amenity of adjacent properties or the area in general and is acceptable from a highway safety viewpoint. The proposal is therefore in accordance with the National Planning Policy Framework (March2012) and the 2007 Advertisement Regulations.

Notes to Applicant

Planning Statement - The Borough Council has worked positively and proactively with the applicant in accordance with paragraphs 186 to 187 of the National Planning Policy Framework. During the processing of the application there were no problems for which the Local Planning Authority had to seek a solution in relation to this application.