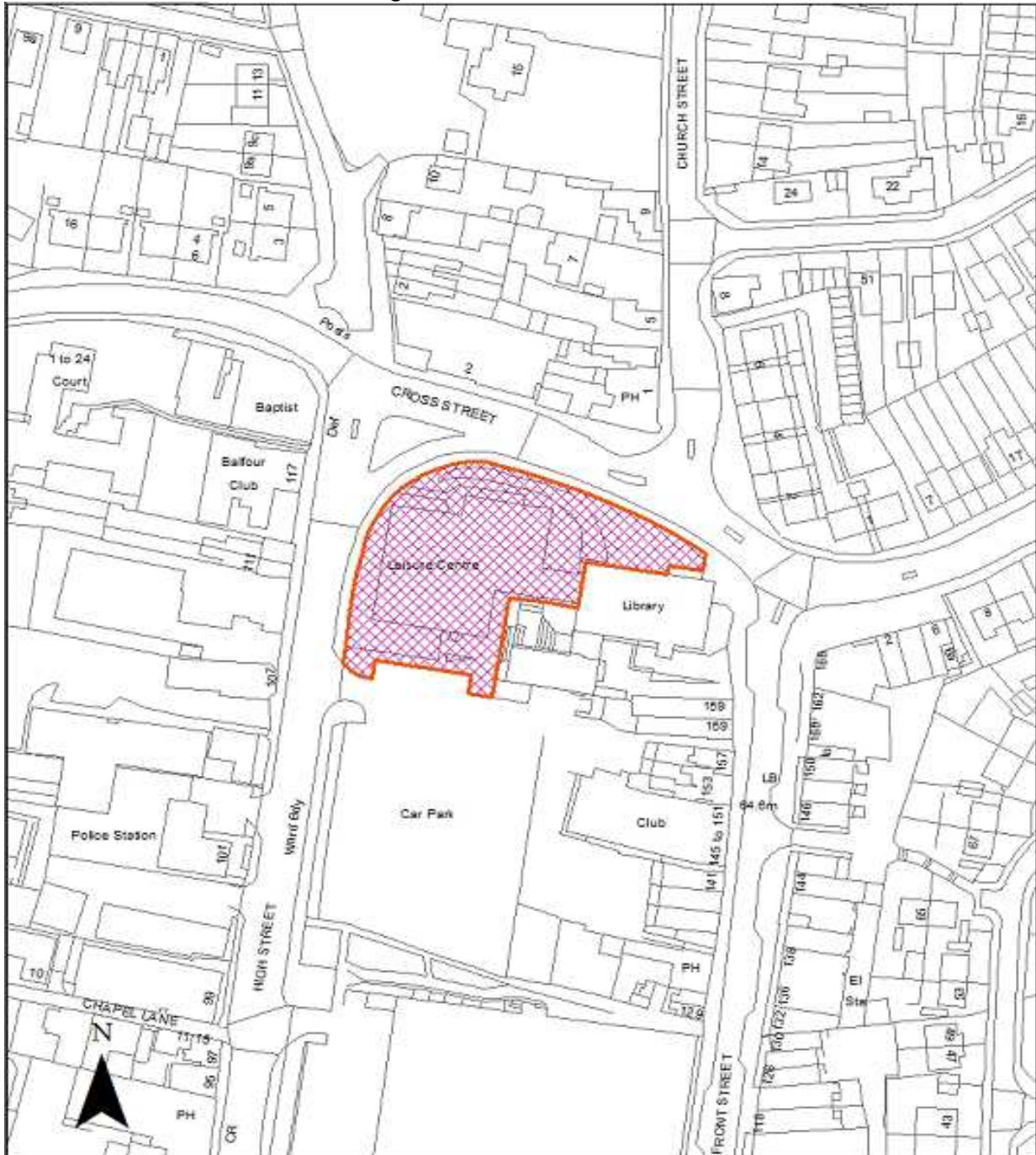




Application Number: 2013/1167

Location: Arnold Leisure Centre, 161 Front Street, Arnold,
Nottinghamshire



NOTE:

This map is provided only for purposes of site location and should not be read as an up to date representation of the area around the site. Reproduced with the permission of the Controller of H.M.S.O. Crown Copyright No. LA 100021248. Unauthorised reproduction infringes Crown copyright and may lead to prosecution of civil proceedings.

Report to Planning Committee

Application Number: 2013/1167

Location: Arnold Leisure Centre, 161 Front Street, Arnold,
Nottinghamshire,

Proposal: Proposed new external building signage (some illuminated) for Arnold Leisure Centre. Proposed new signs to replace all existing facade signs and artwork. New signage to include Gedling Borough Council corporate logo, facility names, entrance sign and information board.

Applicant: Mrs Paula Darlington

Agent: Mr Richard Crowson

This application has been made by Gedling Borough Council to be considered at Planning Committee on 20th November 2013.

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. Various existing wall mounted signage exists to the main elevations of the building.

Relevant Planning History

Conditional planning permission was granted in July 2013 for the erection of a single storey glazed extension to the main entrance/reception area, the erection of a pergola feature to entrance and the installation of an air handling/ventilation unit – application ref. 2013/0620.

Proposed Development

Advertisement consent is sought for the erection of signage as follows:-

- 1 no. illuminated sign panel;

- 1 no. pergola feature signage;
- 1 no. new non illuminated wall mounted notice board;
- 1 no. non illuminated high level wall/facade mounted sign;
- 5 no. replacement high level wall/facade mounted signs with a silver finish and back lit lettering;

An email has been deposited on the 1st November 2013 confirming that the levels of illumination would not exceed 500 lumens per sq.m.

A revised block plan and elevation plan have been deposited on the 5th November 2013, clarifying the position of the proposed signage.

Consultations

Nottinghamshire County Council (Highway Authority) – No comments received to date, any comments will be verbally reported to Planning Committee.

Planning Considerations

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states 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.’

I am satisfied that the proposed signage is of acceptable appearance. The proposed levels of luminance accord with the Institution of Lighting Professionals ‘Guidance for the Reduction of Obtrusive Light’

I am mindful that the proposed signage replaces existing signage which has been in situ for some time and am therefore of the view that the proposal would improve the appearance of the building.

I consider that it would not unduly impact upon the visual amenity of the site or the immediate area nor highway safety given the established leisure use of the site on the periphery of Arnold Town Centre and adjoining buildings, the existing street

furniture on adjoining sites and the location of the proposed signage within the context of the site. Notwithstanding this I consider it reasonable should consent be granted that a condition be attached requiring the submission of precise details, including sections, of the signage to further safeguard visual amenity.

I am therefore satisfied that the proposal is acceptable and that it would result in no undue impact upon the visual amenity of the property, the immediate street scene or highway safety.

Recommendation:

Grant Advertisement Consent subject to no further representation being received that raise material planning considerations and the following conditions:

Conditions

1. The proposed signage shall be erected in accordance with drawing no.s 3910-002 PL11 and 3910-002 PL12 and details of illumination as confirmed in an email dated 1st November 2013.
2. Prior to the erection of any signage hereby approved, there shall be submitted to and approved in writing by the Borough Council precise details of the signage including sections. The signage shall be installed in accordance with the approved details and retained thereafter.
3. The existing signage to be replaced and that shown to be removed on drg. no. PL13 Rev A shall be removed within 10 days of the proposed signage hereby approved being erected and all resultant materials and waste products removed from site.

Reasons

1. For the avoidance of doubt.
2. In the interests of visual amenity, in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
3. In the interests of visual amenity, in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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 application is therefore in accordance with the National Planning Policy Framework (March 2012) and the 2007 Advertisement Regulations.