

23/00189/ADV

Applicant Rushcliffe Borough Council

Location Rushcliffe Oaks Main Road Cotgrave Nottinghamshire

Proposal Display a free standing non illuminated sign on either side of the vehicular entrance to the site

Ward Cotgrave

THE SITE AND SURROUNDINGS

1. The application site relates to an area of land on the corner of Stragglethorpe Road and Main Road, Cotgrave which has planning permission for the development of a crematorium and memorial gardens with associated access, parking and landscaping which was granted planning permission on appeal under ref 18/02821/FUL. Work is well advanced on site
2. The site has a vehicular entrance into the site from Main Road and a separate vehicular exit towards the south of the site.
3. The site is in the Green Belt
4. Details of the application can be found [here](#)

DETAILS OF THE PROPOSAL

5. Advertisement Consent is sought for the display of two free standing signs incorporating the name of the Crematorium and its logo. One sign is proposed on either side of the vehicular entrance to the site and are proposed to be sited behind the existing boundary
6. The signs would each have a width of 2m and height of 1m and are proposed to be attached to solid oak posts that have a maximum height of 3m. The signs are non-illuminated
7. As the applicant is the Borough Council it is necessary for the application to be determined by the Planning Committee

SITE HISTORY

8. Full planning was granted by appeal under planning reference 18/02821/FUL for the Development of crematorium and memorial gardens with associated access, parking and landscaping.
9. Non-Material Amendment applications have been considered for minor changes to the external appearance and internal layout of the building and car parking, pedestrian access arrangements and overall landscaping layouts for the site.

10. Full planning permission was granted in October 2022 for the installation of freestanding Solar Photovoltaic Generation system and associated works sited to the south eastern corner of the site.

REPRESENTATIONS

Ward Councillor(s)

11. Ward Councillor Cllr L Healy has no objections
12. Ward Councillor Cllr R L Butler has no objections

Town Council

13. Cotgrave Town Council have no objections

Statutory and Other Consultees

14. Nottinghamshire County Council as the Highways Authority have no objections

Local Residents and the General Public

15. A site notice has been displayed at the site. No representations have been received at the time of completion of the report.

PLANNING POLICY

16. The Development Plan for Rushcliffe consists of The Rushcliffe Local Plan Part 1: Core Strategy (2014), the Local Plan Part 2: Land and Planning Policies (2019) and any relevant Supplementary Planning Documents and Neighbourhood Plans. Consideration should also be given to the NPPF and the NPPG.
17. The full text of the Council's policies are available on the Council's website [here](#)

Relevant Local Planning Policies and Guidance

18. The Development Plan for Rushcliffe consists of The Rushcliffe Local Plan Part 1: Core Strategy (2014), the Local Plan Part 2: Land and Planning Policies (2019) and any relevant Supplementary Planning Documents and Neighbourhood Plans. Within these documents the following policies are considered relevant to this application. Policy 1 of the LLP1 reinforces the positive approach that reflects the presumption in favour of sustainable development contained in the NPPF.
19. Policy 10 of the LPP1 states, *inter alia*, that all new development should be designed to make a positive contribution to the public realm and sense of place and reinforce valued local characteristics. Policy 10 requires new development to be assessed in terms of its treatment of certain elements. Of particular relevance to this application are those elements outlined at sub-paragraphs; 2(b) impact on neighbouring amenity; 2(f) massing, scale, proportion; and 2(g) materials, architectural style and detailing and h) the potential impact on

important views and vistas, including of townscape, landscape, and other individual landmarks, and the potential to create new views.

20. In setting out the development requirements for the Borough, policy 1 of the LPP2 broadly echoes policy 10 of the LPP1. Specifically, it states that planning permission will be granted for new development provided that there would be no significant adverse effect upon the amenity of adjoining properties or the surrounding area; and the scale, density, height, massing, design, layout and materials of the proposal is sympathetic to the character and appearance of the neighbouring buildings and the surrounding area

Relevant National Planning Policies and Guidance

21. Regulation 3 of the Advertisement Regulations requires that local planning authorities control the display of adverts in the interests of amenity and public safety taking into account the provisions of the development plan, in so far as they are material and any other relevant factors.
22. The application falls to be considered against guidance in the National Planning Policy Framework, paragraph 132: *"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*
23. Full details of the NPPF can be found [here](#).

APPRAISAL

24. The key issues to consider are the design and appearance of the adverts and impacts on public safety
25. The principle of developing the Crematorium Site is established and works are now at an advanced stage. The key issues in consideration of this application to display advertisements at the entrance to the site are the visual impact of the proposed advertisements on the surrounding area and any potential impact on public safety including highway safety.
26. The signs are not illuminated and are located either side of the vehicular entrance to the site. They are considered to be acceptable in scale for this location to allow identification of the entrance by vehicles approaching the site from either direction but not of a size to be visually detrimental to its Green Belt location. The form of the advertisement is considered to compliment the modern design of the Crematorium and respect its countryside and landscaped setting.
27. In terms of highway safety taking into account that the signs are located behind the highway frontage and are designed to identify the entrance of the site only and are not considered to be overly intrusive or prove a distraction to drivers or users of the highway to the detriment of public safety. It is noted that the Highways Authority raise no objections to the application.

28. For information - the advance directional signs on the highway network have been dealt with by way of a discharge of planning condition application under the original planning permission in association with the necessary consents from the local and strategic highway authorities under their specific regulations. These signs are already in place.
29. For the reasons set out above it is considered that the design and appearance of the signs proposed would have an acceptable impact on amenity and are unlikely to result in any undue impact on public safety. It is therefore recommended that advertisement consent is granted.

RECOMMENDATION

It is RECOMMENDED that ADVERTISEMENT CONSENT is granted subject to the following condition(s)

1. All 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.
2. Any hoarding, structure, sign, placard, board or device erected or used principally for the purpose of displaying advertisements, shall be maintained in a safe condition.
3. 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.
4. 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.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road or 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 or aerodrome (civil or military).

[1 to 5 above to comply with the requirements of the above-mentioned Regulations].

6. This consent relates to the following plans and supporting information:-

Drawing no. Block Plan showing location of signs and Elevation drawing showing design of the signs.

[For the avoidance of doubt and in the interests of visual amenity to comply with Policy 1 of Local Plan Part 2, Development Requirements].