

21/03162/ADV

Applicant Mrs Helen Penniston

Location Bingham Arena and Enterprise Centre Chapel Lane Bingham
Nottinghamshire

Proposal Display of 1no internally illuminated suspended sign and 2no. fascia signs

Ward Bingham East

THE SITE AND SURROUNDINGS

1. The application relates to a site situated directly north of the railway line on the eastern side of Chapel Lane, Bingham which is presently being developed for a mixed use development comprising a leisure centre with community hall (Bingham Arena) and a separate office building with associated car parking (Bingham Enterprise Centre). Sites to the north and east are occupied by industrial units with the unit to the east owned by the Borough Council and presently occupied by Streetwise. On the opposite side of Chapel Lane is a Lidl retail store and a car washing operation. To the south of the site, on the opposite side of the railway line, are residential properties. A level crossing over the railway line is adjacent to the south west corner of the site.
2. The new leisure centre building which incorporates a community hall is situated to the back of the site with the two storey office building sited forward of this building and located at right angles adjacent to the northern boundary. Car parking exists to the front of the Bingham Arena building. Some vegetation is present along the side boundary of the site with the railway line.

DETAILS OF THE PROPOSAL

3. Advertisement consent is sought for the display of three signs which would include illuminated lettering on the frontage of the leisure and community centre building with the letters designed over the main entrance to the building spelling out 'BINGHAM ARENA' and two non illuminated fascia signs comprising individual letters on the front and side of the Enterprise Building spelling out Bingham Enterprise Centre.

SITE HISTORY

4. Planning permission was granted in April 2020 (ref 19/02914/FUL) for the erection of a leisure centre incorporating a community hall and a separate office building. Work has commenced on site.

REPRESENTATIONS

Ward Councillor(s)

5. Two Ward Councillors have made no comments

Town Council

6. Bingham Town Council have no objections

Statutory and Other Consultees

7. Nottinghamshire County Council as Highway Authority consider the application should be assessed against their Standing Advice
8. Network Rail have no observations to make
9. The Borough Councils Environmental Health Officer raises no comments or objections

Local Residents and the General Public

10. One comment received from a local resident querying where the signs would be located.

PLANNING POLICY

11. 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.

Relevant National Planning Policies and Guidance

12. 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.
13. 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."*

Relevant Local Planning Policies and Guidance

14. 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.

15. 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 subparagraphs; 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.
16. 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.

APPRAISAL

17. The key issues to consider are the design and appearance of the adverts and impacts on public safety
18. The principle of developing the Leisure and Community Centre building and the Business units has already been agreed and works are now at an advanced stage. The key issues in consideration of this application to display advertisements at the site are the visual impact of the proposed advertisements on the surrounding area and any potential impact on public safety including highway safety and users of the railway line.
19. The illuminated lettering proposed to the frontage of the leisure centre building would comprise individual letters measuring 600mm in height. Each letter is individually attached to a bar measuring a total of 9.9m in width with the base of the lettering positioned 7m above ground level. The letters will be built of brushed stainless steel with opal white front and internally lit with static lighting of 400 – 600 candelas per square metre. The lighting could be turned off when the building is not in use and subject to a condition requiring this, the proposal is not considered to impact on the visual appearance and amenities of the wider area or the amenity of the neighbouring occupiers particularly given the scale of the building on which the signage would be displayed. The form of the advertisement is considered to compliment the modern design of the leisure centre. No objections have been raised to the application from Environmental Health.
20. The fascia signs on the Enterprise unit are non illuminated and will comprise of white lettering and it is considered their location and size are appropriate to the building on which they will be attached.

21. In terms of highway safety taking into account the distance away from the public highway and the railway line and the type of signs proposed it is not considered that they would be overly intrusive or prove a distraction to drivers or users of the highway or railway to the detriment of public safety. Where illumination is proposed this is confirmed to be static. It is noted that Network Rail have no objections to the signage.
22. For the reasons set out above it is considered that the design and appearance of the adverts 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** to grant advertisement consent subject to the following conditions:

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. J285-ASC-ZZ-ZZ-SC-X-0001
Supporting letter dated 15 December 2021 and revised signage size information received on the 5th January 2022

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

7. The illuminated letters proposed to be displayed on the Leisure and Community centre building (Bingham Arena) shall only be illuminated during the opening hours of the building.

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