

## BOROUGH OF KETTERING

<b>Committee</b>	<b>Full Planning Committee - 04/09/2019</b>	<b>Item No: 5.1</b>
<b>Report Originator</b>	<b>Richard Marlow Senior Development Officer</b>	<b>Application No: KET/2019/0288</b>
<b>Wards Affected</b>	<b>Rothwell</b>	
<b>Location</b>	<b>Rothwell Truck Stop, Orton Road, Rothwell</b>	
<b>Proposal</b>	<b>Advertisement Application: 5 no. internally illuminated fascia signs, 2 no. non-illuminated fascia signs, 3 no. internally illuminated totem signs, 1 no. internally illuminated roof-mounted sign, non-illuminated lettering and internally illuminated petrol station canopy</b>	
<b>Applicant</b>	<b>Mr C McGarry Applegreen</b>	

### 1. PURPOSE OF REPORT

- To describe the above proposals
- To identify and report on the issues arising from it
- To state a recommendation on the application

### 2. RECOMMENDATION

THE DEVELOPMENT CONTROL MANAGER RECOMMENDS that this application be APPROVED subject to the following Condition(s):-

1. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land).

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of amenity.

2. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of amenity.

3. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of amenity.

4. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of amenity.

5. If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

REASON: As required by the provisions of the Town and Country Planning (Control of Advertisements) Regulations and in the interests of amenity.

6. The illumination of the proposed sign shall be of a static non-intermittent type.

REASON: In the interests of amenity.

## **Officers Report for KET/2019/0288**

This application is reported for Committee decision because there are unresolved, material objections to the proposal.

### **3.0 Information**

#### **Relevant Planning History**

KET/2014/0448 Reserved matters. Approved 17/09/2014.

KET/2010/0469 Outline Application (appearance, landscaping and layout to be reserved matters): Secure 24 hour truck stop facility, diesel filling station and amenity/ services building. Approved on appeal.

#### **Site Visit**

Officer's site inspection was carried out on 08/07/2019.

#### **Site Description**

The site is located on the eastern side of Orton Road, immediately to the north of the site is the A14. The site has recently been developed for a secured truck stop and associated facilities in accordance with the planning permission established through KET/2010/0469. The site is operated by Welcome Break.

The closest residential property is Slade Valley House which is directly opposite the site on the eastern side of Orton Road. Orton village is located approximately 1km to the south of the site and to the north beyond the A14 is the Harrington Park development off Harrington Road with the nearest properties being a minimum of 100m from the site boundary and separated by the A14, a balancing pond and established vegetation.

#### **Proposed Development**

The application seeks advertisement consent for 5 no. internally illuminated fascia signs, 2 no. non-illuminated fascia signs, 3 no. internally illuminated totem signs, 1 no. internally illuminated roof-mounted sign, non-illuminated lettering and internally illuminated petrol station canopy.

#### **Any Constraints Affecting the Site**

None.

### **4.0 Consultation and Customer Impact**

#### **NCC – Local Highway Authority (LHA)**

No objection subject to conditions.

#### **Environmental Protection (KBC)**

Advised they have no comments on the application.

#### **Rothwell Town Council**

Strongly object to this application in that the signs (2 x B's) should not be internally illuminated but a light affixed to the sign and shining on the actual

sign as opposed to it being internally illuminated. Signage should indicate that it is a secure lorry park for trucks only and not open to the public.

### **Neighbours**

No comments received.

## **5.0 Planning Policy**

### **Legislation**

The Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

### **National Planning Policy Framework**

Policy 12 Achieving good design

### **Development Plan Policies**

### **North Northamptonshire Joint Core Strategy**

Policy 8. Place Shaping

## **6.0 Financial/Resource Implications**

None.

## **7.0 Planning Considerations**

The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 requires Local Planning Authorities to only consider two issues when determining applications for Advertisement Consent – the impact of the proposal upon the amenity of the area and the impact upon Highway Safety.

*The NPPF in Paragraph 132 states that ‘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.’*

The signage reflects the corporate identity of Welcome Break. The roof sign and signage on the amenity building much of which is internally illuminated makes best use of the building’s location set centrally within the site. Whilst they are prominent; they are not excessive in scale. The signs attached to the petrol station canopy are also not overly large or distracting given their location. The proposals would not interact with its surroundings or neighbouring uses adversely.

Three totem signs are proposed comprising of one totem close to the site entrance off Orton Road providing details of the facilities contained within the site and two totems which identify the site to vehicles travelling along the A14.

The entrance totem due to its height and location will not impinge on amenity or result in adverse impacts to Highway Safety.

Comments have been made by Rothwell Town Council regarding the two totem signs closest to the A14 referenced as totem B's on the submitted site plan. The town council would prefer that the signs are illuminated by a projecting light rather than internally illuminated. The two totems are set a minimum of 100 metres from the nearest dwelling at the Harrington Park development in Rothwell, separated by substantial mature landscaping and the A14 which itself is illuminated via highway lighting in this location. Given the level of illuminance which is low and the location of the signs it is considered that these totems will pose no risk to highway safety and will not result in detriment to the amenity of the area. The agent for the proposal has indicated that the applicant would be willing to externally illuminate the two totems in question as proposed by Rothwell Town Council. However, the experience of officers is that internal illumination is a more subtle and appropriate form of illumination rather than external illumination.

As such the proposal is acceptable with no impacts to residential amenity or cumulative impacts or highway safety subject to the imposition of safeguarding conditions.

### **Conclusion**

As such the proposal respects the visual amenities of the site and the character and appearance of area. It will also not have a detrimental impact upon highway safety or cause a nuisance to neighbours and therefore consent should be granted.

### **Background Papers**

Title of Document:

Date:

Contact Officer:

Richard Marlow, Development Team Leader on 01536 534316

### **Previous Reports/Minutes**

Ref:

Date: