
Delegated report Officer: Ann Garfield

Application ref. DMPA/2019/0879

Advertisement consent for the display of 2 hoarding signs at LAND AT SK2430 7995, DERBY ROAD, HILTON, DERBY

Valid date: 15/07/2019

Consults expired: 31/08/2019

EIA development? No

This decision is delegated to officers under the terms of the current Scheme of Delegation.

Relevant planning history

9/2017/1293 – Outline for residential development of up to 45 dwellings, open space and landscaping – approved 21/12/2018

Responses to consultations and publicity

County Highways: No objections subject to the sign being located as per the application drawing, within private land clear of the highway.

No other responses received at this time of writing this report.

Relevant policy, guidance and/or legislation

The relevant Development Plan policies are:

- Local Plan Part 1 (LP1): S1, S2, BNE1, INF2
- Local Plan Part 2 (LP2): BNE9

The relevant local guidance is:

- South Derbyshire Design Guide Supplementary Planning Document (SPD) 2017
- Display of Advertisements Supplementary Planning Guidance (SPG) 1999

The relevant national policy and guidance is:

- National Planning Policy Framework (NPPF)
- Planning Practice Guidance (PPG)

The relevant legislation is:

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning considerations

Taking into account the application made, the documents submitted (and supplemented and/or amended where relevant) and the site and its environs; the main issue(s) central to the determination of this application is/are:

- Character and appearance of the area, including visual clutter;
- Highway safety; and
- Design.

Planning assessment

Character and appearance of the area, including visual clutter

The signs would be located on the roadside edge of a site that currently benefits from outline permission for a maximum of 45 dwellings, which lies on the edge of Hilton opposite an existing residential area. They would take the form of a V-shaped hoarding on 5m high supports, with each sign measuring 2.44m x 2.19m and advertise that the associated land has been acquired for residential development. The area is essentially residential in nature with the site forming part of the extension of Hilton. The signs would be of a temporary nature for up to 3 years. Given that this is a busy approach road into the village with an amount of existing street furniture it is considered that the temporary sign would not result in detrimental effect on the character and appearance of the area or its surroundings. As such it would meet the criteria in paragraph (i) of LP2 Policy BNE9.

Highway Safety

The County Highways Officer has no objections as the application drawing clearing shows that the hoarding would be located wholly within private land outside the highway limits. Therefore it will meet the criteria in paragraph (ii) of LP2 Policy BNE9 and LP1 policy INF2.

Design

The plans show a V-shaped non-illuminated aluminum hoarding with a navy blue background with white and orange lettering. It is of a plain design having the basic information with regard to the proposed developer of the site and contact details. It is considered therefore that it respects the setting and surroundings in terms of size, design, materials and colour and is consequently in line with paragraph (iii) of LP2 Policy BNE9 and LP1 Policy BNE1.

Recommendation

Approve with Conditions

None of the other matters raised through the publicity and consultation process amount to material considerations outweighing the assessment of the main issues set out above, noting that conditions or obligations have been attached where meeting the tests for their imposition. Where relevant, regard has been had to the public sector equality duty, as required by section 149 of the Equality Act 2010 and to local finance considerations (as far as it is material), as required by section 70(2) of the Town and Country Planning Act 1990 (as amended), as well as climate change, human rights and other international legislation.

Recommendation made:	05/09/2019
Report agreed:	09/09/2019
Authorised officer:	Chris Nash
