
Delegated report Officer: Leah McGuinness

Application ref. DMPA/2022/0306

Advertisement consent for the display of 3 non-illuminated totem signs at Area to the east of Gunby Hill and to the south of Lullington Road, Cadborough Hill Wood, Overseal

Valid date: 01/03/2022

Consults expired: 13/05/2022

EIA development? No

Section 106 agreement? Not required

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

Relevant planning history

None.

Responses to consultations and publicity

Parish Council

No objections

Relevant policy, guidance and/or legislation

The relevant Development Plan policies are:

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

The relevant local guidance is:

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

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
- Highway safety

Planning assessment

Character and appearance

The 3 x proposed totems would only be visible within the forest park via the public right of way and would have no impact on the public highway. They would consist of natural oak and would stand at 1.75m above ground level. No illumination is proposed and the logo sign and aluminium plaques on the totems would be of such a small size and simple design that they would be considered to result in no harmful impact to the rural character and appearance of surrounding landscape. Overall the proposals would be considered acceptable in these locations and would comply with LP2 Policy BNE9 and LP1 Policy BNE1.

Highways

Due to minor nature of the advertisements, their location away from any public highway and with no illumination being proposed, they would not be considered to result in any detrimental impact on highway safety and therefore would meet the criteria in paragraph (ii) of LP2 Policy BNE9.

NB The applicant has requested consent for 10 years and this is considered to be acceptable given the natural material proposed and the modest size of the signs.

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:	16/05/2022
Report agreed:	16/05/2022
Authorised officer:	Sarah Beeby
