

## Item No. 11

<b>APPLICATION NUMBER</b>	<b>CB/16/03178/ADV</b>
<b>LOCATION</b>	<b>Holiday Inn Express Dunstable, London Road, Dunstable, LU6 3DX</b>
<b>PROPOSAL</b>	<b>Advertisement Consent: Illuminated free-standing advertisement.</b>
<b>PARISH</b>	<b>Caddington</b>
<b>WARD</b>	<b>Caddington</b>
<b>WARD COUNCILLORS</b>	<b>Cllrs Collins &amp; Stay</b>
<b>CASE OFFICER</b>	<b>Dee Walker</b>
<b>DATE REGISTERED</b>	<b>03 August 2016</b>
<b>EXPIRY DATE</b>	<b>28 September 2016</b>
<b>APPLICANT</b>	<b>L &amp; G Signs Ltd</b>
<b>AGENT</b>	<b>L &amp; G Signs Ltd</b>
<b>REASON FOR COMMITTEE TO DETERMINE</b>	<b>Ward Councillor call in - visual impact on nearby Green Belt and AONB</b>
<b>RECOMMENDED DECISION</b>	<b>Advertisement - Grant</b>

### Site Location:

The application site is the Holiday Inn Express hotel located on the southern edge of Dunstable on the former BTR works.

### The Application:

This application seeks advertisement consent for an illuminated free standing advertisement. The sign shall measure 31224mm x 4572mm and would match the corporate colours which are visible on the hotel building.

### RELEVANT POLICIES:

#### National Planning Policy Framework (2012)

#### South Bedfordshire Local Plan Review Policies

Policy BE8 Design Considerations

*The NPPF advises of the weight to be attached to existing local plans for plans adopted prior to the 2004 Planning and Compulsory Purchase Act, as in the case of the South Bedfordshire Local Plan Review. Due weight can be given to relevant policies in existing plans according to their degree of consistency with the Framework. It is considered that Policy BE8 is broadly consistent with the Framework and carries significant weight.*

#### Supplementary Planning Guidance

Central Bedfordshire Design Guide: A Guide for Development - *Design Supplement 9: Town Centre Vitality* (2014)

#### Relevant Planning History

Application Number	CB/12/00344/ADV
Description	An internally illuminated wall sign
Decision	Advertisement Consent Granted
Decision Date	14.03.2012
Application Number	CB/10/03201/RM
Description	Erection of 120 bed hotel (Class C1) with associated access, parking and landscaping pursuant to outline planning permission CB/09/06991/OUT
Decision	Reserved Matters Granted
Decision Date	23.11.2010
Application Number	CB/09/06991/OUT
Description	Mixed use development comprising a maximum of 64 dwellings, a hotel (Class C1) comprising a maximum 120 bedrooms, offices (Class B1) with a maximum floor area of 880m <sup>2</sup> and a specialised care home (Class C2) with a maximum of 75 bedrooms
Decision	Outline Permission Granted
Decision Date	14.07.2010

#### **Consultees:**

Parish/Town Council	No comments received at time of writing report, shall be included within the late sheet or at Committee
CBC Highways	No objections subject to the sign not being within the visibility envelope of the highway junction
CBC Pollution	No comment to make

#### **Other Representations:**

Neighbours	No comments received at time of writing report, and representations received shall be included within the late sheet or at Committee
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#### **Determining Issues:**

The main considerations of the application are;

1. The impact upon the visual amenities of the surrounding area
2. The impact upon public safety

#### **Considerations**

##### **1. Impact upon the visual amenities of the surrounding area**

The hotel is a four storey building accommodating 120 bedrooms constructed from grey brickwork at ground level, glazed curtain walling system, orange/beige/dark grey terracotta rainscreen tiling and white/blue/dark grey through-colour render to the walls and a slate grey metal roofing system. The free standing sign is to be located on the northern side of the building adjacent to the existing street lights and traffic lights.

The site is not within a conservation area nor has any listed buildings in close proximity. However, the land lying to the south is the South Bedfordshire Green

Belt and is designated as part of the Area of Outstanding Natural Beauty.

The sign will be visible as you approach the edge of Dunstable from the south but it will be to the northern side of the four storey building and within the built up environment. It is therefore considered appropriate in scale and design for its location, given the size of adjacent buildings.

Overall it is considered that the impact upon the visual amenities of the surrounding area would be acceptable.

## **2. The impact upon public safety**

The sign is located adjacent to the main trunk road into Dunstable and a signalised junction. The level of illumination is within the recommended standards but the Highways Officer advises that the sign is not erected within the visibility envelope for the adjacent signalized junction, however the submitted plans show that it would not be located within this.

## **RECOMMENDATION**

That Advertisement Consent be GRANTED subject to the following

## **RECOMMENDED CONDITIONS / REASONS**

- 1 This consent is limited to a period of five years from the date of this decision.  
  
Reason: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2 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.
- 3 No advertisement shall be sited or displayed so as to -
  - a. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - b. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  - c. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- 5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

- 6 Where any advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: Conditions 2-6: To comply with the provisions of Schedule 2 (Regulation 2 (1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 This consent relates only to the details shown on the submitted plans, numbers 11559a, 11559b, 11559c, 11559d.

Reason: To identify the approved plan/s and to avoid doubt.

## **INFORMATIVE NOTES TO APPLICANT**

1.

## **DECISION**

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