



FAO
Planning Department
Rutland County Council
Catmose House
Catmose Street
Oakham
Rutland
LE15 6HP

**This matter is being dealt
with by
Jacqueline Jackson**

**One Colton Square
Leicester LE1 1QH
DX 744174 Leicester 41
T +44 (0)116 254 5454**

Our ref: 2001434.1

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By email to: planning@rutland.gov.uk

Dear Planning

**THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007 (AS AMENDED)**

Retrospective proposal to erect 1x externally illuminated main entrance sign

At Rutland Hall Hotel, Rutland, LE15 8AB

Introduction

1. We write on behalf of our client, Rutland Hall Hotel (“the Applicant”) and in respect of the above advertisement consent proposal. A payment of £235.00, the correct fee for an application of this type, has been sent via BACS.
2. This letter will outline the background relevant to the proposals, before briefly describing the site and surroundings, including the existing advertisements on-site. The proposed development will then be discussed, before being assessed against the Development Plan for the District of Rutland. We will then set out our conclusions for

the proposed development, demonstrating unequivocally that consent should be granted for the proposed advertisements.

3. Enclosed with this application are the following documents, prepared by :

- Site Location Plan, drawing no. RH1000
- Proposed Signage- Location, drawing no. RH1001
- Proposed Signage- Details, drawing no. 126583-SIGN2
- LED Uplighter Specification
- Photograph- Location of Signage

4. This application is submitted in response to an enforcement inquiry pertaining to the unlawful erection of the existing signage. This application will resolve the Council's concerns regarding the positioning of the signs and their level of illuminance. Further details of the nature of the proposal can be found in the following sections.

Site Characteristics and Context

5. The application site is located at the main entrance of the Rutland Hall Hotel, formally Barnsdale Hall Hotel on the Northern edge of Rutland Water. Situated approximately 4 miles from the main town of Oakham, the hotel itself spreads across 64 acres of rural parkland providing a range of facilities including tourist accommodation, a restaurant and recreational facilities such as tennis courts and a spa.
6. The site is not located within a Conservation Area and there are no heritage assets within the red line boundary of the application site. The Grade II Barnsdale Hall is located on the wider hotel site, however given its nature as a small advertisement, the proposal would have no impact on this asset or its setting.
7. The site itself is wholly within the curtilage of Rutland Hall Hotel (formally Barnsdale Hall Hotel and Country Club) which has an authorised and lawful planning C1 and F2 use.
8. To the north- west of Rutland Hall Hotel is the Burley and Rushpit Woods SSSI and to the south and east is the Rutland Water SSSI.

9. 2x signs at the main entrance of Rutland Hall Hotel were erected unlawfully in 2023 and have since been altered following advice from the Council's Enforcement Officers. The original position of the signs were considered to be too close to the road, within the visibility splay and constituted a danger to passing highway users, whilst their internal illuminance were considered to be inappropriate for its highway-adjacent locale.

The Proposed Development

10. Our client seeks retrospective planning permission in relation to the erection of an externally illuminated sign denoting the main entrance to the facility. Signage in this location has been present for many years in various sizes and designs. Following the acquisition and rebranding of the site by our Clients, a new sign was installed. As previously stated the following discussion with the LPA, the internal illumination has now been removed and the sign re-located further back from the road frontage. All other advertisements and A-boards have also been removed from the main entrance location.
11. Given its remote location with no street lighting, an entrance sign is critical to ensure Visitors unaware of the local area are signposted to the main entrance. Indeed, prior to the sign being installed there were a number of occasions where visitors entered private driveways of neighbouring residents when attempting to access the facility. The new sign has significantly reduced these occurrences and ensures disturbance to neighbours is reduced. The proposed sign will clearly direct visitors to the correct access, improving the privacy of neighbours and the safe and suitable use of the highway.
12. In response to concerns raised by Enforcement Officers, the sign has been relocated further away from the highway, closer to the entrance gates. The new sign is no longer situated in the visibility splay and does not impede users of the access. The number of advertisement has also been reduced from 2 to 1 to address concerns regarding clutter and the internal illumination has been removed and instead an external illumination at a much reduced candela level is proposed, to ensure the sign remains compatible with its locality.

13. The proposed advertisements are shown in detail on the attached plans. The advert measures 3000mm high x 1550mm wide x 300mm depth and will be secured to the ground with two posts. The sign will comprise the words 'Rutland Hall Hotel & Spa' with the company logo.
14. The proposed uplighter will measure 671 cd/m² and will be positioned centrally at the base of the sign, behind an existing dwarf hedge. The light will face upwards and toward the front fascia of the sign to illuminate its contents whilst avoiding the direction of the highway.

Relevant Planning Policy

15. Due to the nature of the proposal we consider that the policies listed below from the Development Plan are relevant to the case in addition to the NPPF 2023 which is also a material consideration.

- i. [Rutland Core Strategy DPD \(Adopted July 2011\)](#)

16. The following policies taken from the Rutland Core Strategy are of relevance to the determination of this application.

- Policy CS19 – Promoting Good Design

- ii. [Site Allocations and Policies DPD \(Adopted October 2014\)](#)

17. The following policies taken from the Rutland Core Strategy are of relevance to the determination of this application:

- Policy SP15 – Design and Amenity
- Policy SP16 - Advertisements
- Policy SP23 – Landscape character in the countryside

- iii. [The National Planning Policy Framework \(NPPF\) \(2021\)](#)

18. The following sections of the Frameworks are of relevance to the determination of this application:

- Section 12 – Achieving well-designed places

19. The relevant extracts from the above policies are discussed and referred to in the Assessment sections below.

Planning Assessment

20. Policy CS19 requires all new development will be expected to contribute positively to local distinctiveness and sense of place, being appropriate and sympathetic to its setting in terms of scale, height, density, layout, appearance, materials, and its relationship to adjoining buildings and landscape features, and shall not cause unacceptable effects by reason of visual intrusion, overlooking, shading, noise, light pollution or other adverse impact on local character and amenities. The proposed advertisement is considered to accord with the objectives of this policy; the sign is of a modest scale and massing, and responds well to the existing landscaping, creating an attractive frontage and access to the site. The design adopts a neutral colour scheme with subtle lettering which respects the countryside surrounding and within the site, in accordance with Policy SP23 of the Development Plan
21. Policies CS19, SP15 and SP23 require development to function well, add to the quality of an area over the lifetime of the development and provide well defined and legible streets and spaces. The legibility of the area is the primary benefit of this proposal as has become an issue for new visitors following the rebranding and the subsequent re-opening of the site. The proposed advertisements will also improve public safety, in accordance with paragraph 141 of the Framework, as visitors will no longer mistakenly access the private drives of nearby residents as a result of poor directional signage.
22. Policy SP16 of the Development Plan ensures the display of directional advertisements and signs in the countryside which are not located on a building or within the curtilage of the business or activity to which the sign relates will only be acceptable where signs are:

- not illuminated unless essential for directional and operational purposes, in which case externally illuminated signs of the minimum intensity for the purpose will be allowed;
- of a scale, colour and design appropriate to the rural setting;
- not detrimental to the landscape individually or cumulatively; and
- not be prejudicial to public safety.

23. Illumination is required for both directional and operational purposes. Visitors whom are unfamiliar with the local area find that the spa and hotel is difficult to locate and are often missing the main access. This has led to complaints from neighbouring residential properties when visitors access private drives in error. This necessitates a sign which advertises the facility as well as denotes the correct access.

24. The internal illumination of the sign has been noted by the Enforcement Team to be too bright. The internal lighting system will no longer be used and the advertisement will instead be illuminated by 1x external lighting blocks. The proposed illuminance will measure 671cd/m², however light will be directed away from the road onto the sign to ensure the entrance to the spa and hotel is clearly visible when dark, in an area with no street lighting.

25. Policies CS19 and SP23 require development to function well, add to the quality of an area over the lifetime of the development and provide well defined and legible streets and spaces. The legibility of the area is the primary benefit of this proposal as has become an issue for new visitors following the rebranding and the subsequent re-opening of the site. The proposed advertisement will also improve public safety, in accordance with paragraph 141 of the Framework, as visitors will no longer mistakenly access the private drives of nearby residents as a result of poor directional signage.

26. The proposal is both necessary for the site's operation and suitably designed to respect the context of its countryside setting and the proximity of the nearby Listed building, in accordance with advertisement Policy SP16 and design Policies CS19, SP15 and and SP23.

Conclusions

27. The proposed advertisements are evidently in accordance with the Development Plan for Rutland County, and would not detrimentally affect public safety or amenity.
28. The proposed advertisements accord with the good design principles set out within the Council's Development Plan. The design and overall scale of the proposed sign are suitable and respond well to the softly landscaped entrance to the site. The proposed levels of illuminance have been greatly reduced by virtue of the new external lighting system which will replace the existing internal provision. The proposed advertisement therefore meets the objectives of Development Plan Policies CS19, SP15, SP16 and SP25.
29. We look forward to hearing from you at your earliest convenience in relation to this application for advertisement consent. If you have any queries or concerns, or require any additional information on the proposals, please do not hesitate to contact Jacqueline Jackson at this office.

Yours sincerely

J Jackson

Jacqueline Jackson
Planning Director

D 0116 257 4402

E jacqueline.jackson@marrons.co.uk