

Delegated Report

Planning Ref: 24/00719/ADV
Applicant: CHRIS PAGE
Ward: Hinckley Castle



Hinckley & Bosworth
Borough Council

Site: 47 Coventry Road, Hinckley

Proposal: Replacement of one illuminated fascia sign, one illuminated totem and vinyl window graphics

Recommendations

- 1.1. **Grant advertisement consent** subject to:
- Planning conditions outlined at the end of this report

Planning application description

- 2.1. This application is for the replacement of one illuminated fascia sign, one illuminated totem and vinyl window graphics at 47 Coventry Road, Hinckley.
- 2.2. The proposed replacement fascia sign would have a height of 0.85m, a width of 6.01m, a depth of 0.04m. The height from the ground to the base of the advertisement would be 2.53m and the advertisement would have a maximum projection from the face of the building of 0.04m. The advertisement will be illuminated externally with static illuminance levels of 121 cd/m². Materials used would be aluminium wrapped in digitally printed graphic. All existing signage and trough lighting to be removed and wall to be made good before installation of new signage scheme.
- 2.3. The illuminated totem would be 0.885m in height, 1.01m in width and have a depth of 0.11m. Height from the ground to the base of the advertisement would be 3.205m. The advertisement would be illuminated externally with static illuminance levels of 109cd/m². The existing post would be finished in green.
- 2.4. The proposed vinyl window graphics would have a height of 1.24m, a width of 2.46m, depth of 0.01m.
- 2.5. Black and gold window surrounds to be finished green and Daisy White for both sets of windows.

Description of the site and surrounding area

- 3.1. The site relates to a large, brick built semi-detached building dating from the 1970s with an undertakers on the ground floor and residential use on the 1st floor. The front garden area has been given over to hardstanding and is used for parking associated with the undertaking business. The front boundary consists of a low brick wall with railing above. There is a mixture of residential and commercial in the general area and there is a large vacant site to the east of the application site.

4.0 Relevant planning history

None relevant

Publicity

- 5.1. The application has been publicised by sending out letters to local residents.
- 5.2. A site notice was also posted within the vicinity of the site.
- 5.3. No responses have been received.

Consultation

- 6.1. Environmental Health: No objections.
- 6.2. LCC Highways- refer to standing advice

Policy

- 7.1. Core Strategy (2009)
 - No relevant policies
- 7.2. Site Allocations and Development Management Policies DPD (2016)
 - Policy DM1: Presumption in Favour of Sustainable Development
 - Policy DM10: Development and Design
 - Policy DM17: Highways and Transportation
 - Policy DM23: High Quality Shop Fronts and Advertisements
- 7.3. National Planning Policies and Guidance
 - National Planning Policy Framework (NPPF) (2023)
 - Planning Practice Guidance (PPG)
- 7.4. Other relevant guidance
 - Good Design Guide (2020)
 - National Design Guide (2019)

Appraisal

- 8.1. Key Issues
 - Visual Amenity
 - Public safety
- 8.2 Paragraph 67 of the National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Only those advertisements which would clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interest of amenity and public safety, taking into account cumulative impacts.

Visual Amenity

- 8.3 Policy DM23 of the Site Allocations and Development Management Policies DPD sets out the circumstances in which applications for outdoor advertisements will be approved by the Borough Council.
- 8.4 This application is for the replacement of one illuminated fascia sign, one illuminated totem and vinyl window graphics at 47 Coventry Road, Hinckley. The property dates from the 1970s and has a scale and appearance typical of this period. The property is currently occupied by an undertaker with residential on the 1st floor.
- 8.5 By virtue of the proposed location, size and design of the signs, the use of appropriate materials for the signs and the use of focused illumination, the proposal will ensure there will be no detrimental impact on the amenity of the area

Public safety

- 8.6 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.7 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so as not to lead to obtrusive light.
- 8.8 The site faces onto Coventry Road, and is located in a mixed use area. It is considered that with luminance levels conditioned to be no higher than 200 cd/m², there would not be any detrimental impact to highway safety caused by the proposed replacement advertisements.
- 8.9 LCC Highways raised no objection to the proposal. It is not considered that the proposed signage would impact on public safety.
- 8.10 It is therefore considered that the proposed advertisements would not cause any material impacts upon pedestrian or vehicular safety in compliance with policies DM17 and DM23 of the SADMP.

Equality implications

- 9.1 Section 149 of the Equality Act 2010 created the public sector equality duty. Section 149 states:-
- (1) A public authority must, in the exercise of its functions, have due regard to the need to:
 - (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 9.2 Officers have taken this into account and given due regard to this statutory duty, and the matters specified in Section 149 of the Equality Act 2010 in the determination of this application.
- 9.3 There are no known equality implications arising directly from this development.
- 9.4 The decision has been taken having regard to all relevant planning legislation, regulations, guidance, circulars and Council policies, including General Data Protection Regulations (2018) and The Human Rights Act (1998) (HRA 1998) which makes it unlawful for the Council to act incompatibly with Convention rights, specifically Article 6 (right to a fair hearing); Article 8 (right to respect for private and family life); Article 1 of the First Protocol (protection of property) and Article 14 (prohibition of discrimination).

10.0 Conclusion

Overall the proposal is deemed acceptable within the context of the street scene and would preserve the character and appearance of the area. The illumination and projection of the advertisement would not cause any significant impacts upon pedestrian or vehicular safety. The proposed development is therefore deemed acceptable in accordance with Policies DM10, DM17, DM23 of the SADMP and the wider policies of the NPPF

Recommendation

- 11.1 **Grant advertisement consent** subject to:
- Planning conditions outlined at the end of this report

11.2 Conditions and Reasons

1. The grant of express consent shall expire at the end of a period of five years from the date of this notification.

Reason: To comply with the requirements of Regulation 16(2) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. All advertisement consents are subject to five standard conditions specified in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which are as follows: -

a) 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

b) No advertisement shall be sited or displayed so as to:-

(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)

(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air

(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

c) 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

d) 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

e) Where an 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: To comply with the requirements of Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. The sign permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

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

4. The advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows:

- Existing & Proposed Signage received 24/07/2024
- Site Location Plan received 24/07/2024
- Application Form received 24/07/2024

Reason: To protect the visual amenity of the area to accord with Policies DM1 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

5. The illuminated advertisements hereby permitted shall only be statically internally illuminated and shall not have a degree of brightness exceeding 200 candelas per square metre.

Reason: In the interests of the visual amenities of the locality and the character and appearance of the area and so that drivers of vehicles on the highway are not dazzled or distracted in accordance with Policy DM23 of the adopted Site Allocations and Development Management Policies Development Plan Document (2016).

11.3 Notes to applicant

1. The approved development may require Building Regulations Approval, for further information please contact the Building Control team via e-mail at buildingcontrol@hinckley-bosworth.gov.uk or call 01455 238141.