DELEGATED REPORT

Recommendation Made: 6 October 2011

Reference:- 11/00596/ADV **Parish:- Hinckley**

Applicant:- Mr Paul Evans
Osprey House
Ore Close
Lymedale Business Park
Newcastle Under Lyme

Location:- 30 Castle Street Hinckley Leicestershire LE10 1DB

Proposal:- ERECTION OF 4NO. FASCIA SIGNS AND 2NO. HANGING SIGNS (RETROSPECTIVE)

Introduction:-

This application seeks retrospective approval for the erection of 4 no. fascia signs and 2 no. hanging signs to No. 30 Castle Street, Hinckley. The property is an existing retail unit located on the corner of the entrance to the Britannia Centre. The site is located within the Hinckley Town Centre Conservation Area.

The signs are to be internally illuminated and positioned on both the street frontage and the side elevation inside the Britannia Centre.

History:-
98/00062/FUL Installation of shop front Approved 25/02/98.
98/00063/ADV Erection of fascia sign 13/03/98.

Consultations:-

No objection has been received from:-
The Director of Highways, Transportation and Waste Management (Highways)

No response has been received from:-
Ward Members

Site Notice.
Neighbours Notified.

Development Plan Policies:-

National Policy Guidance.
Planning Policy Guidance 19 (PPG19)
Planning Policy Statement 5 (PPS5)
Circular 03/07

Local Development Framework: Adopted Core Strategy (2009)

No relevant policies

Adopted Hinckley and Bosworth Local Plan

The site lies within the settlement boundary and conservation area of Hinckley as defined in the adopted Hinckley and Bosworth Local Plan.

Policy BE1 - Design and siting of development
Policy T5 - Highway Design and Vehicle Parking Standards

Policy BE7 - Conservation Areas
Policy BE11 - Advertisements in Conservation Areas

Supplementary Planning Guidance: Shopping and Shop Fronts (SPG)

Appraisal:-

Applications for advertisement consent are considered against the statutory requirements of S.220 of the Town and Country Planning Act 1990 (as amended). The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 confirms that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

(a)the provisions of the development plan, so far as they are material; and
(b)any other relevant factors.

The main considerations with regards to this application are the acceptability of the advertisement in terms of visual amenity and highway safety.

Visual Amenity

The signage consists of 4 no. aluminium powder coated fascia signs in red with blue and white text located to the front of the unit, fronting the street scene, and to the side of the unit inside the shopping precinct. The proposal also includes 2 no. powder coated aluminium box signs, in red with blue and white writing, one located on the front and the other on the side elevation. All signs are internally illuminated and produce an illuminance level of 400 candelas per square metre. Although in a Conservation Area, this is an existing retail area surrounded by similar examples of colouring and illumination that do not impact visually on the street scene. It is therefore considered that the signage is acceptable in terms of visual amenity. On this basis the display of advertisements is considered to preserve the character of the Conservation Area.

Highway Safety

Castle Street is a pedestrians area and therefore it is not considered that the proposal will have any adverse impact on highway safety. Similar advertisements exist within Castle Street.

Conclusion

The overall impact of the proposal is not considered to impact on either highway safety or visual amenity of the area and is therefore recommended for approval.

Recommendation:- Consent to Display Advertisement subject to the following conditions:-

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Having regard to the character of the street scene along Castle Street in Hinckley, visual amenity and public safety, representations received and relevant provisions of the development plan, as summarised below, it is considered that subject to compliance with the conditions attached to this consent, the display of these advertisements would be in accordance with the development plan as they are not considered to be detrimental to visual amenity or public safety.
Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1, BE7, T5

1 The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

2 The development hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows: HLP 333/P4U 682/10 Rev A, HLP333/P4U 682/05 Rev A and 17682

Reasons :-

1 To comply with the requirements of Section 51 of the Planning and Compulsory Purchase Act 2004.

2 For the avoidance of doubt and in the interests of proper planning.

Notes to Applicant:-

1 This grant of advertisement consent does not grant consent for the formation of the opening off Britannia Centre as shown on Drw. No. HLP 333/P4U 682/05 Rev A.

Contact Officer:- Debbie Phillips Ext 5603