

Delegated Report

Planning Ref: 26/00213/ADV
Applicant: Queensway Coffee Houses Limited
Ward: Burbage St Catherines & Lash Hill



Site: 6 Rainbow Way Burbage Hinckley

Proposal: 1No. Non illuminated fascia backing panel with internally illuminated letters and logo

Case Officer: Zahra Jam-Rotbeh

1. Recommendations

- 1.1. **Grant advertisement consent** subject to:
- Conditions detailed at the end of this report.

2. Planning Application Description

- 2.1. This application seeks advertisement consent for the installation of 1No. Non illuminated fascia backing panel with internally illuminated letters and logo at 6 Rainbow Way, Burbage.
- 2.2. The Starbucks fascia sign is proposed to be installed on the front elevation and it would measure 5.25 metres in width and 2.20 metres in height. it will be installed using a composite cladding backing panel.
- 2.3. The sign would feature "STARBUCKS" lettering made from opal acrylic, with internally illuminated letters measuring 355 mm in height. The lettering will be mounted onto the fascia sign comprised of composite cladding.
- 2.4. On the front elevation, where the glazed entrance is located, a 55-inch digital advertisement screen is proposed to be installed behind the glazing.
- 2.5. One amendment has been made by the applicant following the case officer's request which was the removal of an identical side on the site elevation.

3. Description of the Site and the Surrounding Area

- 3.1. The site relates to a large unit forming part of a wider retail development of 7 units. Access to all the units is off Rugby Road and there are 53 communal parking spaces to serve the 7 units.
- 3.2. The site lies within the settlement boundary of Burbage on land designated as BUR02 (mixed use allocation) on the Hinckley and Burbage Policies Map within the Site Allocations and Development Management Policies DPD (SADMP) (2016).
- 3.3. The north of the site is formed by the railway line and land to the south of the site on the opposite side of the roundabout junction is the Burbage residential area. Rugby

Road park is located to the east of the site. The Hansom Cab Public House is located to the west on the opposite side of Rugby Road.

4. Relevant Planning History

11/00856/REM

- Approval of reserved matters for primary physical and green infrastructure details including the sketchley brook corridor, access road, structural landscape, open space and remodelling of the lake.
- PER
- 11.01.2012

18/00844/FUL

- Demolition of former DM Rock & Sons Garage and Johnsons Dry Cleaners including associated structures and the redevelopment for mixed uses (A1, A3 and B8) with associated parking and substation and provision of temporary accommodation for Johnsons Cleaners during the construction phase
- PER
- 01.02.2019

19/00205/DISCON

- Application to discharge conditions 4, 8, 10, 12, 14, 16, 17, 19 attached to planning permission 18/00844/FUL
- SPLDIS
- 13.06.2019

19/00280/DISCON

- Application to discharge condition 11 attached to planning permission 18/00844/FUL
- DISCHA
- 13.06.2019

19/00373/DISCON

- Application to discharge condition 13 attached to planning permission 18/00844/FUL
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- DISCHA
- 21.06.2019

19/00735/DISCON

- Application to fully discharge Condition 19 (archaeology) attached to planning permission 18/00844/FUL
- DISCHA
- 20.11.2019

19/00858/DISCON

- Application to discharge Condition 9 attached to planning permission 18/00844/FUL
- DISCHA
- 29.08.2019

20/00914/FUL

- Use of unit for tanning salon (sui generis); 3no. air vents on northern elevation
- REF
- 30.10.2020

22/00763/CLP

- Certificate of (Proposed) Lawful Use of Unit 1, 6 Rainbow Way as a solarium (tanning salon) class E
- CERTPU
- 14.10.2022

25/01005/CONDIT

- Variation of condition 2 (Plans) of planning permission 18/00844/FUL. Creation of new entrance with additional
- glazing on the south elevation to allow the unit to be split into two and increase parking provision.
- PER
- 13.01.2026

5. Publicity

- 5.1 The application has been publicised by sending out letters to neighbouring premises and a site notice was also posted within the vicinity of the site.
- 5.2 No responses have been received.

6. Consultation

- 6.1 No objections have been received from Burbage Parish Council.

7. Policy

- 7.1 Core Strategy (2009):
- Policy 3: Development in Burbage
- 7.2 Site Allocations and Development Management Policies (SADMP) (2016):
- Policy DM1: Presumption in Favour of Sustainable Development

- Policy DM10: Development and Design
 - Policy DM23: High Quality Shop Fronts and Advertisements
- 7.3 National Planning Policies and Guidance:
- National Planning Policy Framework (NPPF) (2024)
 - National Design Guide (2019)
 - Planning Practice Guidance (PPG)
- 7.4 Burbage Parish Neighbourhood Plan 2015-2026
- Policy 1: Settlement Boundary
- 7.5 Other Relevant Guidance:
- Good Design Guide (2020)
 - The Guidance Notes for the Reduction of Obtrusive Light (2011)

8. Appraisal

- 8.1. The key issues in respect of this application are:
- Design and impact upon the character of the area

Design and Impact upon the Character of the Area

- 8.2 Chapter 12 of the NPPF states that good design is a key aspect of sustainable development, and the creation of high quality, beautiful, and sustainable buildings and places is fundamental to what the planning and development process should achieve. Paragraph 135 of the NPPF details the six national policy requirements of development to ensure the creation of well-designed and beautiful places.
- 8.3 Paragraph 141 of the NPPF highlights that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 8.4 Policy DM10 of the SADMP states that developments will be permitted where they complement or enhance the character of the surrounding area.
- 8.5 Policy DM23 of the SADMP confirms that outdoor advertisements which require consent will be approved by the Borough Council where they do not represent an over proliferation of unnecessary advertisements singularly or cumulatively.
- 8.6 The proposed sign would be installed on the front elevation of the building. The surrounding area comprises a mix of food and retail commercial uses, including an adjacent neighbouring Greggs store signage fronting Rugby Road and a food supplier (Co-Operation) faced to the side elevation. The proposed sign would partially cover the upper glazed window which is regrettable. However, given the limited space above the glazed window and former presence of a similarly positioned sign and the

commercial character of the surrounding area, where signage varies in size and design, the proposal is considered acceptable. The proposed sign to the front elevation is considered to be in keeping with the surrounding area and the harm will be minimal. Therefore, the proposal is not considered to have a significant adverse impact on the character or appearance of the locality.

- 8.7 Considering the above factors, the signage is regarded as being appropriately sited and of appropriate scale, acceptable in its context in terms of illumination, style, and colour. It is considered that the proposal would therefore have an acceptable impact on the character of the surrounding area and complies with Chapter 12 of the NPPF and Policies DM10 and DM23 of the SADMP.

9. 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 Conclusion

- 10.1 Taking into account all relevant national and local planning policies, and having had regard to all relevant material considerations, it is recommended that advertising consent be granted subject to the imposition of appropriate conditions.

11 Recommendation

Grant advertisement consent subject to conditions detailed 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. The advertisements hereby permitted shall not be carried out otherwise than in complete accordance with the details within:

- Application Form
- Site Location Plan

As received by the Local Planning Authority on 05.03.2026 and:

- Proposed Elevations, Dg No. 2026/18/01 Rev D

As received by the Local Planning Authority on 05.06.2026.

Reason: To ensure the visual amenity of the area to accord with Policies DM10 and DM23 of the adopted Site Allocations and Development Management Policies Development Plan Document (2016).

3. 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.

11.2 **Notes to applicant**

- a) The approved development may require Building Regulations Approval, for further information please contact the Building Control team via e-mail at building.control@blaby.gov.uk or call 0116 272 7533.