DELEGATED REPORT

Recommendation Made: 31 March 2011

Reference:- 10/00719/ADV **Parish:- Hinckley**

Applicant:- Mr Scott Williams
Newmarket Approach
Leeds
West yorkshire
LS9 0RJ

Location:- 19 Castle Street Hinckley Leicestershire LE10 1DA

Proposal:- ERECTION OF NEW ILLUMINATED SIGNAGE TO SHOP FASCIA

Introduction:-

This application seeks advertisement consent for the display of a new internally illuminated fascia sign to 19 Castle Street (F Hinds Jewellers) which is a Grade II Listed Building located Castle Street, Hinckley.

The proposed signage comprises an internally illuminated fascia sign similar in size and design to the existing signage displayed on a larger fascia board which spans across the whole of the frontage of the premises. The fascia panel is 4.02 metres x 0.64 metres x 0.15 metres projection. It is to be constructed of powder coated aluminium with stencil cut lettering, internally illuminated so as to backlight the lettering. The proposed fascia colour is RAL 3004 (Burgundy) with white lettering

The site is located within the Hinckley Town Centre Conservation Area.

The application has been submitted with a Heritage Statement which states that the building was once a house. It is late 18th century, red brick construction with concrete tile roof and brick chimney. The shop front is 20th century. The existing lettering is to be removed and the existing framework will be re-used.

The Design and Access Statement submitted states that the proposal does not involve any structural alterations. The signage proposed is more sympathetic to the listed building status and enhances its appearance.

Following concerns raised by officers in respect of design, materials, source of illumination and colour finish amended plans have been received which alter the design of the proposal by retaining the existing large fascia and box and providing a new fascia to the box with acrylic lettering with internal lighting. The amended plans do not address the concerns in respect of materials, projection and source of illumination.

History:

10/00720/LBC Removal of existing signage and replacement sign Pending Decision

An application for advertisement consent was approved in 1987 under reference 87/00060/4A, the application shows a large fascia similar to that currently displayed but with raised lettering and a projecting signs. There does not appear to be consent for the box sign with raised letters that is currently displayed.

Consultations:-

No objections received from The Head of Community Services (Land Drainage)

Development Plan Policies:-

Central Government Guidance
PPS5
PPG 19

Circular 03/07

Local Development Framework Core Strategy (2009)

Town Centre Action Plan (2011)

No specific policies

Local Plan Policy
BE1
BE4
BE5
BE7
BE11
BE26

Supplementary Planning Guidance / Documents

The Supplementary Planning Document on Shopping and Shop Fronts.

Appraisal:-

The main considerations in respect of this advertisement application relate to the impact of the signage in terms of amenity and highway safety.

Amenity

Policy BE1 requires development to complement or enhance the character of the surrounding area with regards to scale, layout, design and materials. Amended plans have been received which propose a sign similar to the existing unauthorised signage in terms of design and scale.

The previous advertisements were approved in 1987 before the building was listed, at a time when control over advertisements would have been less restrictive. Given that the situation has now changed in that the building has Grade II Listed status , the proposal needs to be assessed against current prevailing policies and guidance.

The proposed colour finish will be less visually prominent than at present because of the burgundy colour proposed and the matt finish, rather than high gloss finish.

The proposed projecting box advertisement in aluminium construction with internal illumination and location attached to the existing large shop front fascia results in an inappropriate advertisement solution to this important historic building. By virtue of the design, materials and illumination source this advertisement is considered to be inappropriate and visually incongruous and therefore fails to preserve or enhance the conservation area. Accordingly, the proposal is to the detriment of visual amenity. The proposal is visually dominant and over engineered and fails to respect the simplistic qualities of this important historic building.

Highway Safety

This part of Castle Street is pedestrianised and there are not considered to be any material impacts on highway safety caused by the proposal.

Conclusion

Resultant of the materials and design, it is considered that the proposed signage to the fascia of this building is inappropriate and would by reason of its design, materials of construction and source of illumination have a materially detrimental and incongruous effect on visual amenity, contrary to the requirements of policies BE1, BE4 and BE7 of the adopted Hinckley and Bosworth Local Plan.

Reasons :-

1 In the opinion of the Local Planning Authority, the display of the proposed signage on the front elevation of this Grade II Listed Building within the Hinckley Town Centre Conservation Area will, by virtue of its design, materials of construction and source of illumination have a materially detrimental and incongruous effect on visual amenity, contrary to the requirements of policies BE1, BE4 and BE7 of the adopted Hinckley and Bosworth Local Plan.

Notes to Applicant:-

1 List of plan used to determine this application: Site location plan, block plan and Drawing 92893A01 received on 3 February 2011. Amended plan received 22 March 2011.

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