

Delegated Report

Planning Ref: 26/00036/ADV

Applicant: Miss Emily Nedergaard

Ward: Hinckley Castle



Hinckley & Bosworth
Borough Council

Site: 8 The Crescent Hinckley Leicestershire

Proposal: Internally illuminated fascia sign

1. Recommendations

1.1. Grant advertisement consent subject to:

- Planning conditions outlined at the end of this report.

2. Planning application description

2.1. The application seeks advertisement consent for the display of an internally illuminated fascia sign at 8 The Crescent, Hinckley.

2.2. The proposed internally illuminated fascia sign would measure 5.25 x 0.70 x 0.11 metres. It would be finished in new 0.25 metre aluminium folded panels with welded and finished corners, coated in Pantone 2935 blue (matt). The graphics 'cardfactory' would be finished in Pantone Yellow vinyl and would measure 2.42 x 0.25-0.40 metres. A LED mounted panel would sit to the back tray and a LED Neon Flex through light mounted to the top of the panel face.

2.3. The sign would be sited 3.97 metres from ground level.

3. Description of the site and surrounding area

3.1. The application unit is located within 'The Crescent' a primary terraced shopping crescent of similar single-storey Class E – Sui Generis units. The area to the sites frontage is a pedestrianised street where through traffic is restricted. Hinckley bus station is to the rear of the unit.

4. Relevant planning history

4.1. There is history at the site from 1982 to present, however, none are pertinent to the outcome of this application.

5. Publicity

5.1. The application has been publicised by sending out letters to local residents. A site notice was also posted within the vicinity of the site.

5.2. Following the publications, no representations have been received.

5. Consultation

6.1. HBBC Environmental Health:

'No objections.'

6. Policy

7.1. Hinckley Town Centre Area Action Plan (HTCAAP) (2011)

- Policy 13: Hinckley Town Centre Shopping Areas

7.2. Core Strategy (2009)

- Policy 1: Development in Hinckley

7.3. Site Allocations and Development Management Policies DPD (SADMP) (2016)

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM7: Preventing Flooding and Pollution
- Policy DM10: Development and Design
- Policy DM17: Highways and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

7.4. National Planning Policies and Guidance

- National Planning Policy Framework (NPPF) (2024)
- Planning Practice Guidance (PPG)

7.5. Other relevant guidance

- Good Design Guide (2020)
- National Design Guide (2019)

7. Appraisal

8.1. Key Issues

- Design and impact upon the character of the area
- Impact upon public safety and amenity

Design and impact upon the character of the area

7.2 Paragraph 136 of the NPPF states 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 interest of amenity and public safety, taking into account of cumulative impacts.

7.3 Policy DM10 of the adopted SADMP seeks to ensure that new development should complement or enhance the character of the surrounding area with regard to scale, layout, density, mass, design, materials and architectural features.

7.4 Policy DM23 of the adopted SADMP sets out the circumstances in which applications for outdoor advertisements will be approved by the Borough Council. The criteria includes that they have no adverse impact on amenity and that they do not represent an over proliferation of unnecessary advertisements singularly or cumulatively.

7.5 Policy 13 of the HTCAAP requires that shop frontages are designed to support the character and vitality of Hinckley town centre.

7.6 The Council's Good Design Guide (chapter 8) provides clear and specific guidance for what will be expected from the design of replacement shopfronts.

7.7 The proposal would replace the existing 'Louisianas Fried Chicken' fascia, it would remain to be internally illuminated and of a similar scale, with the main alteration being a change of the fascia colour to blue and yellow and the change of business name to 'cardfactory'. The proposed alterations are considered to have a negligible effect on visual amenity and the character and appearance of the area in accordance with Policies DM10 and DM23 of the adopted SADMP, Policy 12 of the HTCAAP, Paragraph 136 of the NPPF and the principles of the Councils Good Design Guide.

Impact upon public safety and amenity

7.8 Policy DM7 of the adopted SADMP requires that development take all reasonable steps through design, siting and technological solutions to ensure the abatement of obtrusive light to avoid sky glow, glare and light intrusion.

- 7.9 Policy DM17 of the adopted SADMP requires that development not have a significant impact upon highway safety.
- 7.10 Policy DM23 of the adopted SADMP requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 7.11 The proposed front internally-illuminated fascia sign addresses 'The Crescent' which is a pedestrianised street where through traffic is restricted. The size and position of the signage would not give rise to any concerns over pedestrian or vehicular safety. HBBC Environmental Health have raised no objections.
- 7.12 It is therefore considered that the proposed signage would not cause any material impacts upon pedestrian or vehicular safety. The proposal is therefore compliant with policies DM7, DM17 and DM23 of the SADMP.

8. Equality implications

- 8.1 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.
- 8.2 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.
- 8.3 There are no known equality implications arising directly from this development.

9. Conclusion

- 9.1 Overall, the proposal is deemed acceptable within the context of the street scene and would preserve the character and appearance of the area. The sign would be internally illuminated but is not considered to cause any significant impacts upon public amenity or safety. The proposed development is therefore deemed acceptable in accordance with Policies DM7, DM10, DM17 and DM23 the adopted SADMP, Policy 12 of the HTCAAP, Paragraph 136 of the NPPF and the principles of the Councils Good Design Guide.

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

- Application Form; and
- Site Location Plan; and
- Block Plan; and
- Existing and Proposed Shop Front as received by the Local Planning Authority on the 15th January 2026.

Reason: To protect the visual amenity of the area to accord with Policies DM7, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

11.3 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.