DELEGATED REPORT

Reference:- 11/00820/ADV **Parish:- Hinckley**

Applicant:- Mrs S Turpin
2 New Buildings
Hinckley
Leicestershire
LE10 1HW

Location:- 2 New Buildings Hinckley Leicestershire LE10 1HW

Proposal:- ERECTION OF NON ILLUMINATED SIGNAGE; 2 NO. FASCIA SIGNS AND 2 NO. HANGING SIGNS.

Introduction:-

Advertisement consent is sought for the installation of 2 no. non illuminated fascia signs and 2 no. non illuminated hanging swinging signs.

The 2 no. non illuminated fascia signs both measure 370 mm in height by 50 mm in depth and range between 3500 – 3725 mm in length. The signs will be constructed in timber with a burgundy paint finish with gold coloured text measuring a maximum height of 300 mm. The fascia signs are set to be positioned within the shop front. For the avoidance of the doubt these signs will not be illuminated.

The 2 no. non illuminated hanging signs will both measure 810 mm in height by 650 mm in width, with a depth of 100 mm. The signs will be constructed in timber with a burgundy paint finish with gold coloured text measuring a maximum height of 300 mm. The swinging hanging signs are set to be positioned 3050 mm above ground level both directly above the newly created pilasters and project 750 mm from the face of the building fixed on a gallows bracket. For the avoidance of the doubt these signs will not be illuminated.

The site falls within the settlement boundary of Hinckley and within the Town Centre Boundary, and the Hinckley Town Centre Conservation Area, as defined by Hinckley and Bosworth Local Plan, 2001.

The application is accompanied by a Design and Access Statement.

An application for full planning permission (ref: 11/00819/FUL) for the proposed alterations to the existing shop has also recently been submitted and is subject to a separate report.

Relevant Planning History:-

11/00819/FUL	Alterations to Shop front	Pending	
03/00135/COU	Change of use to estate agents	Approved	27.03.03
96/00409/FUL	Security Shutters	Approved	23.07.96
78/02120/4	Improvements to existing Shop	Approved	16.01.79

Consultations:-

No formal representations have been received within the statutory consultation period.

Development Plan Policies:-

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.

Central Government Guidance

Planning Policy Guidance Note 19: Outdoor Advertisement Control

Circular 03/2007: Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Hinckley and Bosworth Local Development Framework

Core Strategy 2009

Policy 1: Development in Hinckley

Hinckley Town Centre Area Action Plan

Policy 13: Hinckley Town Centre Shopping Areas

Adopted Hinckley and Bosworth Local Plan 2001

The site is within the settlement boundary of Hinckley, as defined in the adopted Hinckley and Bosworth Local Plan.

Policy BE1: Design and Siting of Development

Policy BE11: Advertisements in Conservation Areas

Policy T5: Highway Design and Vehicle Parking Standards

Supplementary Planning Guidance/Documents

Supplementary Planning Document (SPD): Shopping and Shop Fronts

Other Material Plan Documents

Hinckley Conservation Area Appraisal

Appraisal:-

The main considerations in the determination of this application relate to visual amenity and highway safety.

Visual Amenity

Saved Policy BE11 Advertisements in Conservation Areas states that proposals for new advertisements, signs and fascias will be permitted, provided that the design of the replacement is of a high quality, appropriate to the character of the building, the street scene and wider townscape.

The scale of the fascia signs do not significantly differ from that of the existing fascia sign, and the design using timber with a painted finish is considered appropriate to the character of the existing building and surrounding Conservation Area. In addition, the scale of the hanging signs in comparison to the scale of the building from which they are intended to project ensure that they appear subservient in scale. The materials and paint finish propose to match that used in the shop front and fascia signs ensuring that the scheme makes a positive enhancement to the existing building and surrounding Conservation Area.

Highway Safety

In terms of pedestrian safety, the Highway Authority seek that signs (or part thereof) over a footway must have at least 2.4 metres clearance above the level of footway and 0.5 metres clearance from the edge of the carriage way. The hanging signs are set to be positioned approximately 3.1 metres above ground level ensuring sufficient clearance above the footway. Given that none of the signs are set to be illuminated it is not considered that they would be to the detriment of highway safety.

Conclusion

In conclusion, it is considered that that the signs are acceptable in terms of visual amenity and highway safety. Accordingly, it is recommended that the application be granted advertisement consent, subject to the imposition of conditions.

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

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Having regard to the pattern of existing development in the area, representations received and relevant provisions of the development plan, as summarised below, it is considered that the proposed advertisements would be in accordance with the development plan and would not harm public or highway safety or visual amenity and will enhance the character and appearance of this Conservation Area. Therefore their display is considered acceptable in this location.

Within the context of the statutory requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1, BE11 and T5.

1 The advertisement hereby granted consent shall be displayed solely in accordance with the details and specifications shown on the submitted drawings details: Site Location Plan drawing no. 03 and Elevations as existing drawing no. 02 received by the Local Planning Authority on 30 November 2011.

2 The advertisements hereby approved do not include illumination.

3 The advertisements hereby approved shall be constructed in timber with a burgundy paint finish as indicated on the submitted details and retained this way thereafter.

Reasons :-

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

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

3 To enable the Local Planning Authority to retain control over this important detail to accord with Policy BE1 and BE11 of the Hinckley and Bosworth Local Plan.

Notes to Applicant:-

1 Bats, nesting birds, great crested newts and certain other species are protected by law. If any such species are discovered before or during the works the works must be suspended and the local office of Natural England contacted for advice.

2 This permission does not grant approval under the Building Act 1984 and the Building Regulations 2000 (as amended) for which a separate application may be required. You are advised to contact the Building Control Section.

3 As from 6 April 2008 this Authority are charging for the discharge of conditions in accordance with revised fee regulations which came into force on that date. Application forms to discharge conditions and further information can be found on the planning portal web site www.planningportal.gov.uk.

4 All works within the limits of the Highway with regard to the access shall be carried out to the satisfaction of the Southern Area Manager (0116 3052202).

5 You are reminded to comply with the conditions of full planning permission (ref: 11/00819/FUL).

Contact Officer:- Ebbony Mattley Ext 5691