

Hinkley and Bosworth Borough Council
Hinckley Hub
Rugby Road
Hinckley
LE10 0FR

26th June 2025

Our Ref: 25/8085

Dear Sir/Madam,

Application for Consent to Display Advertisements
2 No Fascia signs and 1 No Projecting Sign
Unit B6, The Crescent Centre, Station Road, Hinckley, LE10 1AP

On behalf of the applicant, Coffee #1 Limited, Planning Potential are pleased to apply for advertisement consent for new signage at Unit B6, The Crescent Centre, Station Road, Hinckley, LE10 1AP. The fascia signage is to be located above the glass shopfront on the front and rear elevations. The projecting sign is to be located on the front elevation.

This application has been submitted via the Planning Portal (Ref: PP-14115665) and includes the following supporting information:

- This Cover Letter.
- Completed Application Forms and Ownership Certificates.
- Site Location Plan (Dwg No: A-G/1665-25-P05).
- Block Plan (Dwg No: A-G/1665-25-P06).
- Existing Elevations (Dwg No: A-G/1665-25-P03).
- Proposed Elevations (Dwg No: A-G/1665-25-P04-Rev A); and
- Detail Drawing of Projecting Sign.

A payment of £253.00 has been made via the Planning Portal.

We have reviewed the Council's Validation Checklist Guidance and consider the above documents, together with this letter, provide sufficient information to determine this application.

Managing Director
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Coffee #1

Coffee #1 is a regional coffee shop operator with stores in Coventry, Moseley and Leamington Spa. The company prides itself on the excellence of its coffee and on the high quality and careful design of its stores. This approach has been acknowledged by the awards won by Coffee #1 over the years.

Site and Surroundings

The site is located within the wider retail development of Crescent Shopping Centre within a currently vacant unit. The site fronts on to a pedestrianised area. It has primarily glass frontages on three sides and terminates a row of restaurants, offices and shops.

The site is located within a retail development located in the centre of Hinckley and is therefore surrounded by town centre uses including shops such as Sainsburys and Superdrug as well as restaurants such as Prezzo and Tarro Lounge. Also located within the immediate surroundings are Cineworld and the Hinckley Library.

Planning History

The most relevant planning permissions to the proposed development are summarised below:

- The original outline planning permission for the Crescent Shopping Centre was secured in 2011 for the following:
App No: 10/00743/OUT - Outline Planning Application including access, layout and scale, for the erection of a mixed-use development comprising retail (A1 – A3 uses), leisure (D2 uses) and offices (B1A uses), together with all associated infrastructure and plant, public realm, landscaping and servicing. Works to include the provision of a part undercroft/part surface public car parking area and a new Bus Station. This application was approved in January 2011.
- Subsequently, a Reserved Matters submission was made in 2013 that addressed the details of the scheme. This was contained within App No: 13/00883/REM - Reserved Matters pursuant to Planning Permission 10/00743/OUT for appearance and landscaping for the erection of a mixed-use development comprising retail (A1 – A3 uses), leisure (D2 uses) and offices (B1A uses), together with all associated infrastructure and plant, public realm, landscaping and servicing. Works to include the provision of a part undercroft/part surface public car parking area and a new Bus Station used to meet this condition. This application was approved in December 2013.
- This Reserved Matters consent was subject to a condition which stated that no part of the development shall be occupied until such time as a shop front design code has been submitted to and approved in writing by the Local Planning Authority. The code shall include details of shop front colours, fascia and projecting sign styles, and details of canopy styles. All shopfronts shall thereafter be implemented in accordance with the approved design code and thereafter maintained (Condition 2).

This condition was discharged in August 2015 on receipt of a Shop Front Design Code submitted by the applicant.

The application site has been subject to a previous advertisement application (App No: 23/00815/ADV). An application was made for the installation of signage to front, side and rear elevation of a shop. This application was approved in October 2023. The advertisement contained within this application included fascia signs and window graphics. The Officer Report stated that the advertisements proposed under this application are not considered to be out of character with the area by way of design or siting. The advertisements would not constitute

an over proliferation of advertisements and the proposed luminance levels of the 12V LED backlit fascia sign was considered to be acceptable within this area. Overall, the proposal was deemed acceptable within the context of the street scene and would preserve the character and appearance of the area. The illumination and projection of the advertisement would not cause any significant impacts upon pedestrian or vehicular safety.

Application Proposal

The proposed signage is illustrated and annotated on the following plans:

- Proposed Elevations (Dwg No: A-G/1665-25 – P04); and
- Projecting Sign detail drawing

The proposed development contained within this application concerns the erection of 3 No. signs. This consists of 2 No. fascia signs and 1 No. projecting sign. The Fascia signs are proposed on the front and rear elevations, and the projecting signage is proposed on the front elevation.

The fascia signage located on the front and rear elevations consist of 305mm high white 'Coffee #1' lettering on a folded aluminium fascia tray. This signage is proposed to be applied to the existing shopfront, above the glazing. On the front elevation this is to be above the doors in the centre of the elevation. On the rear elevation this is proposed to be above the glazing.

The fascia tray is to receive a dark matt green paint finish, and the text is to be white. Both the fascia and projecting signage is to be internally illuminated with warm white LEDs to create a modest halo. The level of illumination will not exceed 250 cd/m². This level of illumination will produce a modest halo illumination and is therefore considered to be acceptable.

Planning Policy

A summary of the relevant local and national planning policy is set out below.

The Development Plan consists of:

- The Hinckley & Bosworth Core Strategy (adopted in December 2009)
- The Hinckley Town Centre Area Action Plan (adopted in March 2011); and
- The Site Allocation and Development Management Policies DPD (adopted in July 2016).

However, only the Site Allocation and Development Management Policies DPD contains policies relevant to the proposed development. Other relevant policy documents include the Good Design SPD (2019) and the emerging Local Plan in the form of the Hinckley and Bosworth Local Plan 2020-2039.

Hinckley and Bosworth Site Allocation and Development Management Policies DPD (Adopted July 2016)

Policy DM10 of the DPD considers development and design. This policy states that the Borough Council will require a high-quality standard of design, architecture, inclusivity and place-making. Development will be supported where:

- a) The amenity and privacy of nearby residents will not be materially adversely affected, including by matters of lighting, air quality, odour, noise, vibration and visual intrusion.
- b) The development complements or enhances the character of the surrounding area with regards to scale, layout, density, massing, design, high quality materials and architectural features; and.
- c) The use and application of building materials respects the materials of existing, adjoining/neighbouring buildings and the local area generally.

Development proposals will also be supported where they demonstrate that there is not a significant adverse impact upon highway safety (Policy DM17).

Policy DM23 discusses high quality shop fronts and advertisements. It states that in order to maintain high levels of design and ensure local distinctiveness; the Borough Council will grant planning permission for new and refurbished shop fronts where:

- a) They reflect the local style and materials of the host building and immediate area.
- b) The fascia is of an appropriate scale in relation to the shop front and upper floors; and
- c) Signage illumination is of an acceptable luminosity and does not lead to obtrusive light in the form of sky glow, glare or light intrusion.

In terms of adverts, outdoor advertisements which require consent will be approved by the Borough Council where:

- h) They have no detrimental impact on public safety.
- i) They do not represent an over proliferation of unnecessary advertisements singularly or cumulatively; and
- j) They have no adverse impact on amenity.

Good Design SPD (2019)

This document sets out the expectations for design in the Borough. It specifically considers shopfronts and advertisements. It states that good design should address the composition, material, and structure of the shopfront. It should also consider the signage, illumination, security and any additional elements as a planned whole, reflecting the established character of the building and street-scene whilst allowing a degree of flexibility. A well-designed shopfront should address the following key themes:

- Reflect the Building and the Street.
- Complement Historic Styles; and
- De-clutter.

In terms of advertisements, the fascia is the most important area of a shopfront for advertising the business. In general, good signage works within the established proportions of the fascia board and avoids applying larger modern signs to it. The most appropriate signage at fascia level is individual letters applied or painted directly onto the fascia board. Too much information at fascia level can create visual clutter. In general, the businesses' name should be sufficient, avoiding over the top logos or slogans.

Turning to hanging signs, they should be appropriately sized, use appropriate material, shape, and form avoiding large box signs and have an appropriate and attractive method of fixture. The most appropriate signage is held by slender, well-designed, brackets using a quality material.

Finally, the guidance notes that the most appropriate sources of light are integrated into the shopfront and signage. This includes halo illumination whereby a thin strip of light is placed behind each individual letter. Good shopfront design considers the impact and quality of light on the street scene. Softer white light is preferable.

Emerging Local Plan

The Development Plan is in the process of being replaced with the Hinckley and Bosworth Local Plan 2020 – 2039. A Regulation 19 Draft was published in February 2022.

Within this document, Policy SP01 – High Quality Design - is of relevance. This sets out the Borough Council will require a high-quality standard of design, architecture, inclusivity and place-making. Development will be supported where it positively takes into consideration the Good Design Guide and the following requirements including:

- b) The amenity of the proposed users of the development would not be materially adversely affected by activities in the near vicinity of the site, including by matters of lighting, air quality, odour, noise, vibration and visual intrusion.
- c) The development complements or enhances the character of the surrounding area with regards to scale, layout, density, massing, design, high quality materials and architectural features; and
- i) It is designed with logical, legible and inclusive layouts which support active street frontages where appropriate, improves the public realm for all, and provides distinction between public and private space.

There is also Policy TDC04 - High Quality Shop Fronts and Advertisements which states that to maintain high levels of design and ensure local distinctiveness, proposals for new or refurbished shopfronts will be supported where they reflect the local style of materials of the host building and immediate area and where signage illumination is of an acceptable luminosity and does not lead to obtrusive light in the form of sky glow, glare or light intrusion.

Assessment and Conclusion

This application seeks consent for three signs to be located on the front rear elevations. The proposed signage is required to clarify the nature of the commercial use and to advertise Coffee #1's presence in the area. This is crucial to the commercial success of the business. Given the use of the site and its location with the shopping centre, it is considered that the proposed signage is acceptable and in accordance with the surrounding local area and local planning policy.

It is considered that, as a result of the surrounding town centre uses and existing advertisements present within the wider shopping centre, the proposed advertisements would not be out of keeping with the surroundings. It is considered that the illumination and overall signage would be in keeping with the character of the surrounding area as it utilises similar designs and materials to the surrounding advertisements within the shopping centre. This is therefore in accordance with Policy DM10 of the Development Management Policies DPD.

Shown through the submitted proposed elevations, the proposed signage is proportionate to the building's elevations and is minimal in nature. Accordingly, it will not result in a cluttered appearance and will not dominate the shopfront. It is therefore in line with the Good Design SPD. The design has been chosen to be reflective of the shopfront and in keeping with the surrounding area and overall shopping centre. High quality materials and an understated colour scheme have been selected in order to ensure that the proposed development is appropriate. The proposed signage is considered to be in line with the Good Design Guide as the minimal signage will not produce much visual clutter and utilised a modest halo illumination of the individual letters.

Turning to the illumination of the signs, it is considered that the proposed modest halo illumination would not pose any adverse impacts to the surrounding area, nor would it be sufficient as to create light pollution or result in any adverse impact upon amenity (as in Policies DM10 and DM23 of the Development Management Policies DPD). Additionally, the proposed signage and the illumination levels would not result in an adverse effect to pedestrian or highway safety and is therefore in accordance with Policy DM17 of the Development Management Policies DPD.

We look forward to receiving confirmation that that application has been received and registered in due course. However, should you require any further information, please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in black ink, reading "E Godfrey". The signature is written in a cursive style, with the first letter "E" being large and stylized, and the last name "Godfrey" following in a fluid, connected script.

Elizabeth Godfrey

Assistant Planner

Planning Potential

Bristol

Enc.