

Delegated Report

Planning Ref: 23/01227/ADV

Applicant: EverySmile Dental Clinic

Ward: Ratby Bagworth And Thornton



Hinckley & Bosworth
Borough Council

Site: Ratby Medical Centre, 1A Desford Lane, Ratby

Proposal: Three illuminated signs (Part Retrospective)

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 is for advertisement consent for three illuminated signs at various facades of the Ratby Medical Centre, 1A Desford Lane, Ratby.

2.2. The first is already mounted on the rear wall, with a gold logo and white and grey lettering. The sign is 3.8m wide and 1m tall.

2.3. The second is already mounted on the side wall, with a gold logo and white lettering. The sign is 5.5m wide and 1.7m tall. It has internally mounted LEDs to provide halo illumination.

2.4. The third will be mounted on the entrance wall, with a gold logo and white lettering. The sign will be 1.6m wide and 1m tall. It will have internally mounted LEDs to provide halo illumination.

3. Description of the site and surrounding area

3.1. The Medical Centre is newly built and in the final completion stages, located on undeveloped land on Desford Lane in Ratby. It lies within a settlement boundary.

3.2. The medical centre is bound by Desford Lane to the north and west, with agricultural land to the west, residential development to the east and a large sports ground to the south.

4. Relevant planning history

4.1. 20/00786/FUL – New medical centre comprising doctor's surgery, dental surgery and pharmacy with associated parking and landscaping. Approved December 2020

5. Publicity

5.1. The application has been publicised by sending out letters to local residents. No responses have been received.

6. Consultation

- Ratby Parish Council – no objection.

7. Policy

7.2. Site Allocations and Development Management Policies DPD (2016)

- 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) (2021)
- Planning Practice Guidance (PPG)

7.4. Other relevant guidance

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

8. Appraisal

8.1. Key Issues

- Impact upon the character of the area
- Impact upon highway safety

Design and Impact upon the character of the area

8.2 Paragraph 136 of the National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

8.3 Policy DM10 of the SADMP requires new development to complement or enhance the character of the surrounding area with regards to scale, layout, density, mass, design, materials and architectural features.

8.4 Policy DM23 of the SADMP sets out the circumstances in which applications for outdoor advertisements will be approved by the Borough Council. The circumstances include the requirement for advertisements to reflect local character and materials, to be appropriately scaled and to be of an acceptable level of luminosity so not as to lead to obtrusive light.

8.5 Owing to the size, scale and location of the signs proposed and given their marketing purpose, they would not be out of character with the street scene.

8.6 Therefore the proposal is considered to be in accordance with 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 Overall the proposal is deemed acceptable within the context of the street scene. The proposed development is therefore deemed acceptable in accordance with Policies DM10 and DM23 of the SADMP and the wider policies of the NPPF

11. Recommendation

- 11.1 **Grant advertisement consent** subject to:

- Planning conditions outlined at the end of this report

11.2 Conditions and Reasons

1. 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.

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

- Flag & Sign Location - Drg No. 1189-701. (Received on 20/12/2023)
- Sign, Back Wall. (Received on 20/12/2023)

- Sign - Entrance Wall 2. (Received on 20/12/2023)
- Sign - Side Wall 2. (Received on 20/12/2023)

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

11.3 Notes to applicant

1. The approved development may require Building Regulations Approval, for further information please contact the Building Control team via e-mail at buildingcontrol@hinckley-bosworth.gov.uk or call 01455 238141.