

Delegated Report

Planning Ref: 26/00303/ADV
Applicant: c/o Agent c/o Agent
Ward: Hinckley DeMontfort



Site: 68 Upper Bond Street Hinckley Leicestershire

Proposal: Replacement of existing small format advertisement display with a D6 small advertisement display in a digital format.

Case Officer: Zahra Jam-Rotbeh

1. Recommendations

- 1.1. **Grant advertisement consent** subject to:
- Conditions detailed at the end of this report.

2. Planning Application Description

- 2.1. This application seeks advertisement consent for the replacement of existing small format advertisement display with a D6 small advertisement display in a digital format at 68 Upper Bond Street Hinckley.
- 2.2. The proposed conversion will include a single sided panel that will digitally display multiple static advertisements on rotation.
- 2.3. The proposed panel has the same dimensions as a standard D6 small format advertisement display, measuring 1.23 metres in width and 2.4 metres in height and 0.22 metres in depth and will be positioned on the ground. The displays design consists of zinc powder and fine grain powder coated galvanized steel in black. The quality of the image produced will mimic that of a traditional poster and paste display.
- 2.4. The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds. The D6 small format advertisement display will be monitored and controlled remotely in real time from a Network Operation Centre (NOC) to display advertisements and facilitate responsive maintenance where necessary. Diagnostics software can report any small technical faults (e.g. a broken panel) so that a kill switch can turn the content to black.

3. Description of the Site and the Surrounding Area

- 3.1. The application site relates to the eastern corner of Esso fuel station at Upper Bond Street, Hinckley. The surrounding has a mixed of employment and settlement. It is close to Druid Street conservation area.
- 3.2. The immediate surrounding has an air pump, a wall mounted AC unit, a security camera, a 4.7m tall garage canopy, signage with over top lighting, an Esso sign (approximately 6.4 metre height) and a 2.8m brick wall.
- 3.3. The surrounding street scene has a mixed of settlement and employment facilities.

4. Relevant Planning History

99/00386/FUL

- INSTALLATION OF REPLACEMENT UNDERGROUND TANKS PUMPS AND ISLANDS
- PER
- 30.06.1999

07/01140/ADV

- ONE SINGLE SIDED FREE STANDING DISPLAY UNIT
- ADV
- 28.11.2007

15/00431/FUL

- Installation of click and collect lockers
- PER
- 25.06.2015

15/00432/ADV

- Application of non- illuminated vinyl graphics to click and collect locker elevations
- ADV
- 25.06.2015

23/00638/TGDO

- Proposed installation of a 20m monopole with 12no antennas and 2 no dishes with 1 wraparound cabinet at the base, 3no ground based cabinets and ancillary development thereto.
- GDOT
- 17.08.2023

84/00886/4A

- ERECTION OF SHOP SIGN AND CANOPY FASCIA SIGNS
- RCDA
- 18.12.1984

84/00352/4

- REDEVELOPMENT TO FORM NEW SERVICE STATION AND ASSOC WORKS
- PER
- 22.05.1984

90/00173/4A

- ILLUMINATED FASCIA SIGNS AND REPLACEMENT POLE SIGN
- ADV

- 12.04.1990

85/00197/4

- ERECTION OF 1 SHOP FACIA SIGN 2 CANOPY FASCIA SIGNS AND 2 NO POLE SIGNS
- ADV
- 28.03.1985

5. Publicity

- 5.1 The application has been publicised by sending out letters to neighbouring premises and a site notice was also posted within the vicinity of the site.
- 5.2 No responses have been received.

6. Consultation

- 6.1 No objections have been received from LCC Highway.

7. Policy

- 7.1 Core Strategy (2009):
- Policy 1: Development in Hinckley
- 7.2 Site Allocations and Development Management Policies (SADMP) (2016):
- Policy DM1: Presumption in Favour of Sustainable Development
 - Policy DM10: Development and Design
 - Policy DM17: Highways and Transportation
 - Policy DM23: High Quality Shop Fronts and Advertisements
- 7.3 National Planning Policies and Guidance:
- National Planning Policy Framework (NPPF) (2024)
 - National Design Guide (2019)
 - Planning Practice Guidance (PPG)
- 7.4 Other Relevant Guidance:
- Good Design Guide (2020)
 - The Guidance Notes for the Reduction of Obtrusive Light (2011)

8. Appraisal

- 8.1 The key issues in respect of this application are:
- Design and impact upon the character of the area
 - Impact upon highway safety

Design and Impact upon the Character of the Area

- 8.2 Chapter 12 of the NPPF states that good design is a key aspect of sustainable development, and the creation of high quality, beautiful, and sustainable buildings and places is fundamental to what the planning and development process should achieve. Paragraph 135 of the NPPF details the six national policy requirements of development to ensure the creation of well-designed and beautiful places.
- 8.3 Paragraph 141 of the NPPF highlights 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 interests of amenity and public safety, taking account of cumulative impacts.
- 8.4 Policy DM10 of the SADMP states that developments will be permitted where they complement or enhance the character of the surrounding area.
- 8.5 Policy DM23 of the SADMP confirms that outdoor advertisements which require consent will be approved by the Borough Council where they do not represent an over proliferation of unnecessary advertisements singularly or cumulatively.
- 8.6 The proposal is to convert an existing freestanding six-sheet small-format advertising display into a digital format at the current sitting. The dimensions would remain unchanged, with the only difference being the digital display. This is not considered to result in any adverse impacts on the streetscene or the character of the surrounding area.
- 8.7 Considering the above factors, the signage is regarded as being appropriately sited and being of appropriate scale, acceptable in its context in terms of illumination, style, and colour. It is considered that the proposal would therefore have an acceptable impact on the character of the surrounding area and complies with Chapter 12 of the NPPF and Policies DM10 and DM23 of the SADMP.

Impact upon highway safety

- 8.8 Policy DM18 of the SADMP also requires developments to demonstrate an adequate level of off-street parking provision.
- 8.9 The proposed sign would be internally illuminated; however, given its location within the petrol filling station and that it is not adjacent to the highway, it is not considered to cause any harm to the vehicles or pedestrians and therefore it is considered compliant with DM18 and would not result in any unacceptable impacts on highway safety.

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 Taking into account all relevant national and local planning policies, and having had regard to all relevant material considerations, it is recommended that advertising consent be granted subject to the imposition of appropriate conditions.

11 Recommendation

Grant advertisement consent subject to conditions detailed 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. The advertisements hereby permitted shall not be carried out otherwise than in complete accordance with the details within:

- Application Form
- Site Location Plan, Drg No.26672/PA/01
- Proposed Site Plan, Drg No.26672/PA/03 - 04
- Existing and Proposed Elevations, Drg No.26672/PA/05
- Specification, Drg No.26672/PA/06

All received by the Local Planning Authority on 21.03.2026.

Reason: To ensure the visual amenity of the area to accord with Policies DM10 and DM23 of the adopted Site Allocations and Development Management Policies Development Plan Document (2016).

3. 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.

11.2 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.