

Delegated Report

Planning Ref: 25/00622/ADV

Applicant: Gray Dominy

Ward: Hinckley Clarendon



Hinckley & Bosworth
Borough Council

Site: Unit 1-2 Venture Court Hinckley Leicestershire

Proposal: Internally illuminated monolith sign

Case Officer: Zahra Jam-Rotbeh

Date:

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 installation of an internally illuminated monolith sign at Unit 1-2 Venture Court. The advertisement proposed comprises a freestanding internally illuminated double sided monolith totem sign that references the businesses in Venture Court.
- 2.2. The proposed sign is located at the northern (front) side of the Venture Court site, adjacent to Dodwells Road (A47). It has a total height of 5 metres, a width of 1.7 metres, and a depth of 0.2 metres. The maximum height of the advertisement letters is 0.25 metres, and its illuminance level will be 450 cd/m² in static mode.
- 2.3. The signage is positioned at the edge of the road and is clearly visible from both Dodwells Road (A47) and the Venture Court Street.
- 2.4. The sign background will be grey, excluding the brand names, which they will each be displayed within one of five uniform rectangles listing the businesses. Each rectangle angle will have a white background and feature the business logo and name, with dimensions of 0.50 metres in width and 1.40 metres in length.
- 2.5. The "SIGNAGE & DISPLAY" text will be in yellow, while directional information will be shown in white text. The 'VENTURE COURT' text will be placed within a yellow triangle measuring 30 centimetres in height and 1.40 metres in length, with the text itself in grey.
- 2.6. The sign is constructed from back to back 3mm aluminium trays with 50mm returns- in two vertical sections- powder coated to RAL 7016.

- 2.7. The signage & display texts and directional arrow will be stencil cut and backed illuminated via white LEDs 6500k powered by solar unit, lower tenant panels to be non-illuminated face applied graphics.

3. Description of the Site and the Surrounding Area

- 3.1. The application site is located within the settlement boundary of Hinckley. The sign is located on private land adjacent to the entrance to Venture Court. It replaces a smaller non-illuminated sign in the same location
- 3.2. The existing buildings are typical industrial-style single storey buildings and the closest has a dark grey metal upper façade and a lower section made of red brick. The front elevation has several windows and has two main business signs.
- 3.3. The site is accessed from Dodwells Road (A47) which is an adopted and classified National Highway with a speed limit of 40mph.
- 3.4. To the north side of the site there is a Tesco warehouse on a large plot and the wider area is made up of industrial premises.

4. Relevant Planning History

03/00447/FUL

- ELEVATIONAL ALTERATIONS TO INDUSTRIAL UNIT
- PER
- 19.06.2003

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 LCC Highways has raised no objection regarding the proposal.

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: Highway 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 Paragraph 15.24 of the SADMP further clarifies that the lighting of advertisements should enable the sufficient illumination of the signage but should not result in excess light spilling out into the surroundings. Such light pollution (also known as obtrusive light) will be controlled and minimised in line with The Guidance Notes for the Reduction of Obtrusive Light (2011) which illustrates the environmental zones for exterior lighting control. The recommended light levels identified for each zone

within the guidance both pre-curfew (before 23:00 hours) and post-curfew should be followed and applied as part of this policy.

- 8.7 The Guidance Notes for the Reduction of Obtrusive Light (2011) and the Institutions Professional Lighting Guide 05 (PLG05); The Brightness of Illuminated Advertisement advises that the maximum permitted recommended luminance for suburban areas is 600cd/sqm for illuminated areas up to 10sqm. The scheme is within the requirements of PLG05 for the proposed sign.
- 8.8 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

- 8.9 Policy DM17 of the SADMP requires that development proposals demonstrate that there is not a significant adverse impact upon highway safety, and that the residual cumulative impacts of development on the transport network are not severe.
- 8.10 Policy DM23 of the SADMP states that outdoor advertisements will be approved where they have no detrimental impact on public safety.
- 8.11 Leicestershire County Council Highways was consulted on the proposal and have no objections.
- 8.12 The proposal is therefore considered to be compliant with Policies DM17 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 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
- 35580-1 THE SIGNAGE & DISPLAY CO.-ENTRANCE TOTEM-ISSUE 2
- Site Location Plan

All received by the Local Planning Authority on 25.06.2025.

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.
- b) The advertisement should not encroach on the public highway and that further information on the public highway extents can be obtained by contacting hre@leics.gov.uk.
- c) All proposed sign installations shall be designed in accordance with Leicestershire County Council's latest design guidance, as Local Highway Authority. For further information please refer to the Leicestershire Highway Design Guide which is available at

<https://www.leicestershirehighwaydesignguide.uk> If you would like more information regarding the scheme, please see <https://www.keeganford.co.uk/sponsorship/leicestershire/>