

Delegated Report

Planning Ref: 25/00615/ADV

Applicant: Mr Bilal Gilgil

Ward: Earl Shilton



Hinckley & Bosworth
Borough Council

Site: 57 Wood Street Earl Shilton Leicester

Proposal: Non-illuminated fascia sign

Case Officer: Zahra Jam-Rotbeh

Date:

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 seeks advertisement consent for the installation of a non-illuminated fascia sign on 57 Wood Street, Earl Shilton, Leicester, Leicestershire.
- 2.2. The proposed advertisement will feature a sign measuring 3.33 metres in length and 0.77 metres in width, with a background in Traffic Red (RAL 3020). It will include a pizza logo and the text 'Direct Pizza' in white vinyl film words.
- 2.3. An additional fascia sign is located on the right side of 57 Wood Street, displaying a list of food items offered by the restaurant. The sign features a background in Traffic Red (RAL 3020).
- 2.4. The remaining areas on the ground floor, excluding the signage, will be finished in Jet Black (RAL 9005).

3. Description of the site and surrounding area

- 2.5. The application site relates to 57 wood Street, Earl Shiton. The property was last used as a barbers. Existing signage includes a fascia sign in jet black finish and white words, alongside a signage with photographs to the right of the property frontage and below the window
- 2.6. The site is situated within a predominantly commercial area. The adjacent property to the left is a restaurant, featuring a Jet Black finish and signage with a white background and red words. To the right of the site is an estate agency, featuring signage with a blue background and white lettering, set against a white-rendered façade.

4. Relevant planning history

01/00821/COU

- CHANGE OF USE FROM RETAIL TO TAXI OFFICE
- PER
- 13.09.2001

04/00830/COU

- CHANGE OF USE FROM FLORIST TO A3 HOT FOOD TAKE AWAY
- WDN

- 23.08.2004

04/01397/COU

- CHANGE OF USE TO (A3) HOT FOOD TAKEAWAY
- REF
- 23.02.2005

17/00209/GDOT

- Installation of 12.5 metre high monopole with 3x antennas, 2x cabinets and associated development
- REF
- 20.04.2017

80/00383/4

- ERECTION OF VEHICLE WORKSHOP AND SPARE PARTS STORE WITH SHOWROOM AND OFFICES OVER
- OUT
- 30.09.1980

5. Publicity

- 5.1. The application has been publicised by sending out letters to local residents. A site notice was also posted within the vicinity of the site.
- 5.2. No comments have been received.

6. Consultation

- 6.1. No comment has been received from Earl Shilton Town Council.

7. Policy

- 7.1. Core Strategy (2009)
 - Policy 1: Development in Earl Shilton
- 7.2. Site Allocations and Development Management Policies DPD (2016)
 - Policy DM1: Presumption in Favour of Sustainable Development
 - Policy DM10: Development and Design
 - Policy DM23: High Quality Shop Fronts and Advertisements
- 7.3. Earl Shilton and Barwell Area Action Plan (2006-2026)
 - Policy 22: Development and Design
- 7.4. National Planning Policies and Guidance
 - National Planning Policy Framework (NPPF) (2024)
 - Planning Practice Guidance (PPG)
- 7.5. Other relevant guidance

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

8. Appraisal

8.1. Key Issues

- Design and impact upon the character of the area

Design and impact upon the character of the area

- 8.2 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.
- 8.3 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.
- 8.4 Policy 22 of Earl Shilton and Barwell Area Action Plan, The design respects the scale, proportions and height of the existing building, neighbouring structures and overall street scene.
- 8.5 According to HBBC Good Design Guide, the proposed signage should be well-proportioned, framed appropriately within the architectural context, and respectful of the dominant building patterns and upper proportions of the façade. The proposed signage on top, measuring 3.33m by 0.77m, is considered to be appropriately scaled and proportioned, and is well-positioned in central part of the shopfront. The right-side signage, measuring 1.56m x 0.50m, is well-positioned on the building's left façade, creating a visually balanced and symmetrical appearance in relation to the door and window openings.
- 8.6 Moreover, according to HBBC Good Design Guide, A well-designed shopfront should integrate harmoniously with the established streetscene, introducing a sense of variety while remaining responsive to the overall character of the area. This includes the use of appropriate materials, adherence to dominant scales and proportions, and alignment with established design patterns. Wood Street features a variety of commercial uses, with signage differing in colour but generally consistent in size and scale. The proposed shopfront, it is considered to be in keeping with the architectural character of the host building and the wider streetscene. It is not expected to result in any adverse impact on the character or appearance of the surrounding area considering the existing signage on the building and in the surroundings.
- 8.7 To sum up, the proposal does not have any adverse impact on the character and appearance of the area, and it is in keeping with DM10 and DM23 of SADMP, Policy 22 of Earl Shilton and Bawel area Action Plan, HBBC Good Design Guide (2024), and National Planning Policy Framework (2024).

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.

10. Conclusion

10.1. Overall, the proposal is deemed acceptable within the character and appearance of the area. The proposed development is therefore deemed acceptable in accordance with Policies DM10, DM23 of the SADMP and the wider policies of the NPPF and Earl Shilton and Barwell Action Plan.

11. Recommendation

1.2. **Grant advertisement consent** subject to:

- Planning conditions outlined at the end of this report

11.1 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. 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:-
 - (ii) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)
 - (iii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air
 - (iv) 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.

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

- Application Form; and
- Site Location Plan; and
- Proposed Site Plans Dwg no. B100; and
- Proposed Elevation Dwg No. B103; and
- Location Plan Dwg No.000

All as received by the Local Planning Authority on the 24th June 2025.

Reason: To protect the visual amenity of the area to accord with Policies DM1, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

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) 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/>