

12th September 2024
Our Ref: 24.8010

Third Floor, Park House
Greyfriars Road
Cardiff
CF10 3AF

Development Management
Hinckley and Bosworth Borough Council
Hinckley Hub
Rugby Road
Hinckley
LE10 0FR

T 029 2073 6747

F 029 2073 6631

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)

PLANNING APPLICATION FOR ADVERTISEMENTS AT THE HANSOM CAB, HINCKLEY LE10 2LL.

On behalf of our client, Greene King, Boyer is pleased to submit an Advertisement Consent application for the display of advertisements at the Hansom Cab, Hinckley, LE10 2LL.

All advertisement consent details are enclosed within the submitted documents.

Application Submission

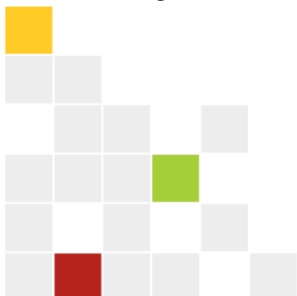
The application has been submitted via the Planning Portal and includes the following supporting information.

- Completed Application Form and Ownership Certificates;
- Site Location Plan (187892 REV A);
- Signage Proposal (187892 REV A);
- Proposed Site Plan (187892 REV A);
- Existing Elevations Sheet 1 of 2 (3562-05);
- Existing Elevations Sheet 2 of 2 (3562-06); and
- Proposed Elevations (187892 REV A).

Full details of the proposed signage are provided on the accompanying forms.

Site Description and Surrounding Context

The application site comprises a two storey public house located on the corner of Copper Drive and Rugby Road (B4109). An outdoor seating area is located to the eastern side elevation of the property facing Rugby Road. The site benefits from two existing porches providing access to the front entrance and garden area at the side. The side garden features an existing equipped play area and outdoor seating fixtures throughout. The site is bounded by a low brick wall with metal railings along the eastern boundary along the outdoor seating area, and timber fencing with hedgerows on the south and northern boundaries.



The site benefits from a generous car park to the north which provides 83 spaces including 3 accessible spaces.

The site falls within flood zone 2 as confirmed in Environment Agency correspondence relating to 14/01150/FUL. However, the site is not within the Burbage Conservation Area nor within the identified conservation areas of Hinckley. The site is not located or adjacent to any Local Wildlife Sites, with the closest being approximately 300m to the southeast.

Planning History

There have been various full and advertisement applications at the Hansom Cab, with the most relevant set out below.

Application Reference	Description of Development	Decision
86/00784/4A	Display of illuminated fascia signs	Permitted – 21.08.86
14/01150/FUL	Erection of a restaurant and public housing with ancillary residential accommodation and associated external plan area, together with vehicular access provision, car parking, landscaping and ancillary works	Permitted – 13.02.15
15/00183/ADV	Display of internally and externally illuminated signage and non-illuminated signage	Permitted – 23.04.15
15/00411/CONDIT	Variation of Condition 2 of permission 14/001150 to amend approved elevations to accommodate internal layout alterations	Permitted - 03.06.15
24/00389/FUL	Erection of new entrance porch, garden room, pergolas, timber cladding, window awnings, hard surfaces and other associated works	Permitted – 06.08.24
24/00756/FUL	Creation of new access and reconfigured car park	Pending

Proposed Development

This statement supports an application for the installation of new signage associated with an existing public house known as the Hansom Cab. For completeness the proposal does not involve any changes to the current operation of the site. However simply seeks consent to replace the existing provision with a revamped scheme for the purposes of advertising the pub to passing customers.

This application seeks permission for the following:

- Items 01A (6.2m above ground level (AGL)), 01B (5.360m AGL) and 01C (3.650m AGL) (QTY 3): Three sets of small rim and return fascia letters 'High Tales' in an aluminium rim finish to match RAL 5020. The proposed letters will be internally illuminated with a cool white LED illumination.

- Item 01D (5.8m AGL) (QTY 1): Fascia Letters in an aluminium rim finish to match RAL 5020. The proposed letters will be internally illuminated with a cool white LED illumination.
- Items 02A and 02B (1.3m AGL) (QTY 2): Two double legged car park signs with 2mm folded panes finished to match Pantone 3165, on a vinyl display.
- Item 03 (1.1m AGL) (QTY 1): One car park sign with 2mm folded panes finished to match RAL 5020, with a vinyl display fitted on existing posts.
- Item 04 (QTY 1): One wall mounted internally illuminated entrance sign.

Full details of the proposed advertisements are provided enclosed with the submitted application package.

Planning Policy Context

National Planning Policy Framework (2023)

National policy and guidance are set out in the Government's National Planning Policy Framework (NPPF) updated 2023. The NPPF needs to be read as a whole and is intended to promote the concept of delivering sustainable development.

Paragraph 11 of the NPPF sets out the presumption in favour of sustainable development within the planning system and states that development proposals that accord with the development plan should be approved without delay.

Paragraph 85 outlines that significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.

Section 8: Promoting Healthy and Safe Communities supports that planning policies and decisions should encourage the use of community facilities including public houses, to enhance the sustainability of communities and residential environments thus achieving healthy, inclusive and safe places. Paragraph 96 and 97 support the promotion of social interaction including through strong neighbourhood centres and provide the social, recreational and cultural facilities and services.

Section 12: Achieving well-designed and beautiful places outlines that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. In particular at Paragraph 141 that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The term 'amenity' is not exhaustively defined within the regulations but is a term for interpretation by the local planning authority as it applies in any particular case.

The Development Plan

The development plan for Hinckley and Bosworth comprises the Core Strategy 2009 and Site Allocations and Development Management Policies DPD 2016 and following policy is considered relevant to the scheme:

- DM23 High Quality Shop Fronts and Advertisements.

Supplementary Planning Document (SPD)

In addition to the Local Plan and Site Allocations and Development Management Policies DPD, the Hinckley and Bosworth Good Design Guide SPD Part 1 and 2 (2020) has been considered within the proposal.

Principle of Development

In terms of the principle of development, this application supports the installation of advertising associated with an existing public house. The proposal shall not result in the loss or negatively impact upon the functioning of the pub. Rather it simply intends to replace the signage currently in place and in doing so rejuvenate the exterior of the building to better advertisement the site to passing customers. Furthermore, the planning history of the site reinforces the fact that the principle of installing a range of illuminated and non-illuminated signage is acceptable.

The proposed scheme remains proportionate to the existing level of provision on site and simply looks to update the signage on site in order to reflect the company's latest branding. The scheme shall improve the overall appearance of the building when compared to the existing arrangement and represents a significant investment in the building.

It is therefore considered that the proposed advertisements comply with both Local Plan Policy DM23, the Good Design Guide SPD and the NPPF.

Design

The proposed scheme does not involve any deviation from the existing use as a pub, instead it seeks to upgrade the building's exterior and thus maintain an appropriate level of visual interest on the street. The proposal has been designed to respect the prominent features associated with the building wherever possible and improve the overall quality of the shopfront and signage in accordance with Local Plan Policy DM23.

As depicted within the accompanying drawing pack a number of the existing signs are due to be updated in line with the company's new branding for the site.

The proposed scheme also utilises high-quality materials along with an appropriate colour palette synonymous with Greene King which represents a betterment to the current provision.

Visual Amenity and Impact on Neighbouring Conditions

Paragraph 141 of the NPPF (2023) highlights the importance of considering the impacts of advertisements on amenity to ensure they operate in a simple, effective, and efficient manner.

Given the nature of the proposal the signage would be visible from the street scene. However, as specified above the advertisement shall be of an equivalent scale to the current provision and updates the lighting equipment, where necessary. Therefore, would not have any adverse impact upon the residential amenity of neighbouring inhabitants.

Overall, the scale of the proposal would be minimal in nature and the proposed adverts shall remain within the established signage zones on site. It is considered that the proposal will accord with the site's surroundings and will not affect the amenity of neighbouring residents in line with Local Plan Policy and national policy.

Transport and Highway Safety

In terms of public safety, the majority of all the proposed signs will be affixed to the building itself and sufficient separation distances maintained to the ground level below thereby will not pose any hazard to passing traffic or pedestrians.

The level of advertising proposed has been subject to careful consideration and remains proportionate to the size of the existing building. The objective of which has been to mitigate the prospect of visually cluttering the principal elevation whilst still meeting the pubs operational requirements. The proposed signs will therefore continue to advertise Greene King over the lifetime of the development without having a bearing on public safety.

The maximum luminance of an any internally or externally illuminated signage shall accord with those currently permitted on site. All of which fully complies with industry guidance and will not result in any glare or dazzling effect to passing traffic. The proposal therefore remains in keeping with existing provision throughout the local area and shall achieve a level of visual interests comparable to other establishments along in the area.

The signage will only be accessible to staff for cleaning and maintenance purposes, and in light of the above is considered acceptable from a highway safety perspective.

Conclusion

This Statement supports an application for Advertisement Consent the installation of new signage at the Hansom Cab, Hinckley, LE10 2LL. For completeness the proposal does not involve any changes to the current operation of the site however simply intends to replace the existing provision with a revamped scheme for the purposes of advertising the pub to passing customers.

Previous applications have already established the principle of development for advertisements on site, though a high-quality design approach has been adopted to represent a significant investment in Greene Kings commitment to maintaining existing public house.

Given the nature of the proposal it will also not have any adverse impact on the amenity of any neighbouring dwellings, other land uses or from a highway safety perspective.

By virtue of the above, the proposal fully accords with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the NPPF, Policy DM23 and the Good Design Guide SPD.

We look forward to receiving notification that the application has been registered and we would be happy to assist the Council during the determination process. Should you require any additional information to support the positive determination of the scheme please let me know.

Yours sincerely



Danielle Halford
Planner

Tel:

Email:

