

Delegated Report

Planning Ref: 25/00294/ADV
Applicant: Alsi Stores Ltd
Ward: Hinckley Clarendon



Hinckley & Bosworth
Borough Council

Site: Aldi, Watling Street, Hinckley

Proposal: 1 internally illuminated sign case, 1 internally illuminated totem, 2 graphic vinyls on aluminium panels, 1 welcome vinyl sticker

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 five advertisements at Aldi, Watling Street, Hinckley. The advertisements proposed comprise a freestanding internally illuminated totem sign, a gable-mounted internally illuminated case sign, two wall-mounted non-illuminated vinyl graphics on aluminium panels, and one vinyl 'welcome' sign within the glazing at the building entrance.
- 2.2. The proposed illuminated signs are both replacements for existing advertisements on site which are of similar siting and scale. The proposed replacement signs utilise the same logo and colour scheme as the previous advertisements. The proposed non-illuminated signs are new and do not replace existing comparable signage but do utilise a consistent colour scheme with the replacement advertisements.
- 2.3. The proposed freestanding illuminated totem sign is located to the south of the Aldi site adjacent to Watling Street (A5). It has a total structure height of 6 metres with a width of 2.6 metres and depth of 0.44 metres. The highest advertising panel is 2.4 metres in height and 2.075 metres in width, it contains the word 'ALDI' with a lettering height of 0.37 metres, and the Aldi logo. The lower advertising panel is 0.96 metres in height and 1.74 metres in width and contains the opening hours for the store in lettering with a height of 0.06 metres. It is internally illuminated with static LED illumination to 172 cd/m².
- 2.4. The proposed gable-mounted illuminated case sign is located on the southern gable end of the building facing Watling Street (A5). It has a height of 1.9 metres with a width of 1.59 metres and a depth of 0.12 metres. It contains the word 'ALDI' with a lettering height of 0.3 metres, and the Aldi logo. The base of the sign is 3.73 metres above ground level. The sign is internally illuminated with static LED illumination to 33 cd/m².

- 2.5. The proposed non-illuminated wall-mounted vinyl graphic signs on aluminium panels are located on the eastern elevation of the building and face toward the associated car park. The larger of the two signs has a height of 2.45 metres and a width of 5.64 metres with a 0.01 metre depth. The base of the sign is a minimum of 0.565 metres above ground level. It contains a large image but no lettering. The smaller of the two signs has a height of 2.45 metres and a width of 5 metres with a 0.01 metre depth. The base of the sign is a minimum of 0.66 metres above ground level. It contains a Union Jack background with the words 'Championing Great British Quality' with a maximum lettering height of 0.2 metres.
- 2.6. The proposed non-illuminated vinyl 'welcome' sign is to be adhered to the glazing surrounding the entrance. It has a height of 2 metres and a width of 0.76 metres. The wording contained on the sign says 'Welcome to Aldi Hinckley' and below that 'Opening Times' followed by Monday to Saturday and then Sunday opening hours details. The base of the sign contains the Aldi logo and the words 'Everyday Amazing'. The maximum lettering height is 0.07 metres.

3. Description of the Site and the Surrounding Area

- 3.1. The application site is located within but on the western edge of the settlement boundary of Hinckley. It comprises an Aldi supermarket building and its associated hard surfacing and car parking areas. The Aldi store on the site is currently undergoing construction work to upgrade and extend the premises.
- 3.2. The existing Aldi building is a chalet-style single storey building with a tiled gable roof and a mixture of red brick and boarded cladding. The gable ends of the building present to Watling Street and the customer entrance point is to the eastern side of the building.
- 3.3. The application site currently contains two highway-facing advertising signs, a large freestanding sign at the site entrance and a wall-mounted sign on the gable end of the building.
- 3.4. The site is accessed from Watling Street (A5) which is an adopted and classified National Highway with a speed limit of 40mph.
- 3.5. To the east and south-east of the site there is a cluster of dwellings on large plots which surround a service station and hot food store. Further to the east is the Dodwells Industrial Estate.
- 3.6. To the north and west the site is surrounded by fields within the designated open countryside. Further west are dwellings fronting Watling Street and a public house, The Longshoot. To the south across Watling Street are further fields.

4. Relevant Planning History

- 23/00704/FUL
- Extension to existing Aldi Foodstore (Class E), car park and associated works
- Planning Permission

- 17.11.2023
- 19/00572/FUL
- Demolition of existing A1 retail store and erection of new food retail store (use class A1) with associated car parking, servicing and landscaping
- Planning Permission
- 29.01.2020
- 08/00248/ADV
- Erection of internally illuminated sign to front of building and 6m high internally illuminated freestanding sign
- Advertisement Consent
- 15.05.2008

5. Publicity

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

6. Consultation

- 6.1 National Highways have commented that the signage is located a safe distance from the Strategic Road Network (SRN) and that the freestanding sign replaces an existing sign in the same location. No safety concerns have been identified.
- 6.2 LCC Highways had no comments.
- 6.3 HBBC Environmental Services (Pollution) have no objections.

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)

8. Appraisal

8.1. The key issues in respect of this application are:

- Design and impact upon the character of the area
- Impact upon neighbouring residential amenity
- 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(c) 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 both internally illuminated signs.

8.8 The proposed illuminated signs replace existing illuminated signage in the same location that are of similar size, colour, style and design. The proposed non-illuminated signage either replaces existing signage of a similar size, colour, style

and design, or is new signage facing away from the highway toward the associated car parking area.

- 8.9 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 a neutral 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 Neighbouring Residential Amenity

- 8.10 Policy DM10(a) and (b) of the SADMP states that development will be permitted where it would not have a significant adverse effect on the privacy and amenity of nearby residents and occupiers of adjacent buildings, including matters of lighting and noise and that the amenity of occupiers would not be adversely affected by activities within the vicinity of the site
- 8.11 Policy DM23 of the SADMP requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light or have an adverse impact on amenity.
- 8.12 The nearest residential dwellings to the proposed illuminated signs are Bonheur and Lillooah to the rear of the Dodwells Service Station and Lester House to the east of the service station. These dwellings are all between 53 metres and 75 metres from the nearest illuminated sign. The building-mounted signage is oriented toward the highway to the south and away from these dwellings to the east. The freestanding sign does face east toward Lester House, however the views between the dwelling and the proposed sign are interrupted by the Dodwells Service Station buildings and its existing taller illuminated freestanding signage.
- 8.13 The non-illuminated signage is located on the eastern elevation of the Aldi building with outlook toward the associated car parking area. Their relative height and visual impact are reduced by their position below the eaves of the building. The larger of the non-illuminated displays would only be partially visible from neighbouring properties above existing boundary treatments.
- 8.14 Considering that the illuminated signage replaces existing illuminated signs in a manner compliant with PLG05, and that the non-illuminated signage is not considered to have a significant visual impact upon neighbours, the proposal is considered not to result in adverse impacts to neighbouring residential amenity. The proposal is therefore considered to be in accordance with Policies DM10 and DM23 of the SADMP.

Impact upon Highway Safety

- 8.15 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.

- 8.16 Policy DM23 of the SADMP states that outdoor advertisements will be approved where they have no detrimental impact on public safety.
- 8.17 Both Leicestershire County Council Highways and National Highways were consulted on the proposal and have advised that the development does not make a material impact on the highway. National Highways confirmed that the siting of the signage was considered safe and there were no safety concerns.
- 8.18 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

11.1 Grant advertisement consent subject to:

- Planning 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
- Proposed Site Plan Rev A
- Proposed Signage Plan Rev A
- Proposed Signage Details Rev A
- Proposed Totem Signage Rev A
- Proposed Elevations Rev A
- Proposed Elevations Rev C02

All received by the Local Planning Authority on 20.03.2025.

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.