DELEGATED REPORT

Recommendation Made: 23 June 2010

Reference:- 10/00326/ADV **Parish:- Hinckley**

Applicant:- Santander
Santander House
201 Grafton Gate East
Milton Keynes
MK9 1AN

Location:- 6 Castle Street Hinckley Leicestershire LE10 1DB

Proposal:- REPLACEMENT OF SIGNAGE

Introduction:-

This application proposes the display of new signage at 8 Castle Street Hinckley (Alliance and Leicester).

The proposed signage comprises a fascia sign illuminated by an external trough light and an internally illuminated projecting sign.

The site is located within the Hinckley Town Centre Conservation Area.

Planning history

07/00511/ADV
ERECTION OF ILLUMINATED FASCIA SIGN AND PROJECTING SIGN
Approved 16.05.2007

Consultations:-

No representations received.

Development Plan Policies:-

PPS5

Local Plan:
BE7
BE11
T5

SPD Signage and Shopfronts

Core Strategy:
No policies

Appraisal:-

The main considerations with regards to this application are the acceptability of the advertisement in terms of amenity, the conservation area and highway safety.

Amenity and Conservation Area
The application property is a modern building of 1970's appearance and currently has a modern glazed shop front. The existing shop front includes the provision of ATM. The shop front is in the corporate blue and orange colours of Alliance and Leicester.

The proposed signage is to be displayed in place of the existing approved signage. The signage is of the same shape as the existing display. The new advertisement is coloured red in colour rather than the former orange and blue colours.

The proposed fascia sign is to have an externally mounted trough sign and rather than the previous back lit arrangement. The use of a trough sign is acceptable and helps to keep the projection of sign minimal.

The proposed projecting sign is rectangular in form and is to be positioned in the same position as the previously consented projecting sign. The sign is considered to be more modest in scale, proportion and appearance than the previously consented scheme and therefore results in a planning gain.

The use of colour in the display of advertisements is subjective. The proposed red colour of the signage is not considered to be to the detriment of the character of the Conservation Area and is somewhat more appropriate than the previously consented garish orange and blue scheme that is to be replaced.

The proposed signage results in a more appropriate scheme that has less visual prominence and therefore preserves the character of the Conservation Area.

Highways
Castle Street is a pedestrianisied area and therefore rarely carries any vehicular traffic. Accordingly, there is no recognised highway safety impact arising from the proposal. The proposed signage is displayed at such a height does not act as an obstruction to pedestrians or vehicles and is therefore considered acceptable.

Conclusion
The proposed signage is considered to represent an improvement to the character of the shop front and the wider Conservation Area. The scheme does not result in any harm to highway safety.

Recommendation:- Consent to Display Advertisement subject to the following conditions:-

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Having regard to the pattern of existing development in the area, representations received and relevant provisions of the development plan, as summarised below, it is considered that subject to compliance with the conditions attached to this permission (and on the reverse side of this decision), the proposed development would be in accordance with the development plan and would be to the detriment of visual amenity, highway safety or the character and appearance of the Hinckley Town Centre Conservation Area.

Hinckley & Bosworth Borough Council Local Plan (2001) :- BE7, BE11, T5.
Hinckley & Bosworth Borough Council Core Strategy (2009):- no policies.

1 The development hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows: 1:1250 Site Location Plan, 1:500 Block Plan, Photographic Representation, 1:50 Elevational Detail Plan, SAN01-P1-001, SAN01-P1A-001, SAN01-F1-001, SAN01-H1-001and SAN01-V1-001.

Reasons :-

1 For the avoidance of doubt and in the interests of proper planning.

Notes to Applicant:-

1 Bats, nesting birds, great crested newts and certain other species are protected by law. If any such species are discovered before or during the works the works must be suspended and the local office of Natural England contacted for advice.

2 This permission does not grant approval under the Building Act 1984 and the Building Regulations 2000 (as amended) for which a separate application may be required. You are advised to contact the

Building Control Section.

3. As from 6th April 2008 this Authority are charging for the discharge of conditions in accordance with revised fee regulations which came into force on that date. Application forms to discharge conditions and further information can be found on the planning portal web site www.planningportal.gov.uk.

4. All works within the limits of the Highway with regard to the access shall be carried out to the satisfaction of the Southern Area Manager (0116 3052202).

Contact Officer:- James Hicks Ext 5762 Date Printed: 28 June 2010