DELEGATED REPORT

Recommendation Made: 17 August 2009

Reference:- 09/00429/ADV **Parish:- Burbage Parish Council**

Applicant:- AAAH PLC
Sapphire Court
Walsgrave Triangle Industrial Estate
Coventry
Warwickshire

Location:- 6 - 8 Tilton Road Burbage Hinckley Leicestershire LE10 2SE

Proposal:- ERECTION OF ADVERTISEMENTS.

Introduction:-

This is an application for advertisement consent for 4 x illuminated facia advertisements, 1 x ceiling mounted illuminated projecting advertisement and 3 x non-illuminated window graphic advertisements displayed on a retail unit in use as a chemists/pharmacy located in an established shopping arcade within the Local Shopping Centre of Burbage. The advertisements are internally illuminated via fluorescent tubes with illumination being to the edges of the letters and logo which are fret cut (i.e. the letters and logo stand proud of the background). At the time of the site visit, the advertisements have already been erected with the exception of the projecting sign (Sign D).

The arcade consists of 2 x three storey buildings linked by a single storey corner unit. There are retail units to the ground floor and residential flats to the first and second floors. The three storey elements have an overhang to the frontage over the shop fronts. There is a public house with frontage parking on Tilton Road directly opposite the application unit.

Relevant History:-

96/000705/FUL	Installation of Security Shutters	Approved	09.10.96

Consultations:-

No objections have been received from Burbage Parish Council or Head of Community Services (Land Drainage)

No response has been received at the time of writing this report from Head of Community Services (Pollution) or Neighbours.

Development Plan Policies:-

BE1 - Design and Siting
BE26 - Light Pollution
RET7 - Local Shopping Centres.

Appraisal:-

The main issues in respect of this application are the impact of the proposed advertisements on the character and appearance of the local shopping centre and the amenities of the occupiers of neighbouring properties.

There are 3 internally illuminated facia advertisements arranged above the three shop front windows facing Tilton Road, 1 internally illuminated fascia advertisement located on the return facing Boyslade Road with an internally illuminated projecting advertisement under the overhang on Tilton Road. The arrangement of the signage is in keeping with advertisements on the other units within the local centre (i.e. one fascia advertisement per shop front window) and the size of the lettering and logo together

with the type and level of illumination is more discreet than other signage in the vicinity. The impact of three of the signs is minimised by their location beneath the overhanging element to the first floor.

One of the shop front windows has been internally boarded to provide more security to the dispensing area of the pharmacy and this window also has an existing closed metal roller shutter for added security. The three externally applied window graphics on this shop front window do not remove views into the shop but screen the internal boarding. Outside opening hours the graphics will be hidden by the existing roller shutter.

Overall, the advertisements are not detrimental to the character or appearance of the local shopping centre and as the illumination is relatively discreet, being the fret cut letters and logo and illuminated to only 100 cd/m or less, the advertisements are unlikely to give rise to unduly detrimental effects on the amenities of neighbouring properties in respect of light pollution.

Recommendation:- Consent to Display Advertisements subject to the standard advertisement conditions contained within the Notes on the rear of the Advertisement Consent Decision Notice:-

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, the proposed development would be in accordance with the development plan as the advertisements would not have an adverse effect on the character or appearance of the local shopping centre or on the amenities of the occupiers of neighbouring properties.

Hinckley & Bosworth Borough Council Local Plan (2001):- BE1, BE26 and RET7

Contact Officer:- Richard Wright Ext 5894