DELEGATED REPORT

Recommendation Made: 22 July 2008

Reference:- 08/00540/ADV **Parish:-**

Applicant:- Mrs S Simpson
Whitbread Court
Porz Avenue
Houghton Hall Business Park
Dunstable

Location:- Premier Travel Inn Trinity Marina Coventry Road Hinckley Leicestershire

Proposal:- ERECTION OF ADVERTISEMENT SIGN

Introduction:-

This application is for the display of an additional interanlly illuminated sign located on an existing freestanding structure which is already located on site at Coventry Road, Hinckley. The site is located within a commercial and industrial area, although there are residential properties opposite.

Clarification has been sought of the agent that the sign is not a replacement for the existing structure as the size of the structure is described as 5 metres high, the approved one was 6 metres.

Planning History

05/00163/ADV Approved the structure and very similar signage. 13.04.05

Consultations:-

No objections have been received from the following:

Head of Community Services (Pollution)
Head of Community Services (Ecology)
The Director of Highways, Transportation and Waste Management (Highways)
The Director of Community Services (Ecology)

Development Plan Policies:-

Policies BE1, BE26 and T5 of the Hinckley & Bosworth Borough Council Local Plan

Appraisal:-

The LPA has maintained the stance of encouraging a rationalisation of the amount of signage around the Trinity motors/marina area to preserve the setting of the adjacent Ashby Canal Conservation Area. This sign is located outside of the Conservation Area boundary.

This application is located within the existing signage and is the result of pre app and negotiations. It is considered to be acceptable. The maximum luminance of the existing sign is 1000 candelas per sq. metre, this application is for 980. The original permission imposed a condition regarding shielding of the light source, this is because the top of the structure has concealed strip lighting.

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

Amended Summary format.

SUMMARY OF DECISION - The proposal is in conformity with Policy/Policies BE1, BE7 and T5 of the Hinckley and Bosworth Local Plan. Planning permission is granted subject to conditions.

1 The maximum luminance of the light source shall not exceed 1000 cd/m2.

2 The proposed light sources shall not be visible either directly or by reflection to road users.

Reasons :-

1 To ensure that the proposed signs do not have a detrimental effect on the amenities of neighbouring properties and are compatible with the surrounding street scene, to accord with policy BE1 of the adopted Hinckley and Bosworth Local Plan.

2 To ensure that the proposed illumination does not cause glare resulting from uncovered light sources near the highway, to accord with policy T5 of the adopted Hinckley and Bosworth Local Plan.

Notes to Applicant:-

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.

Contact Officer:- Louise Forman Ext 5682