

Delegated Report

Planning Ref: 26/00052/ADV
Applicant: Mr Kris Szramek
Ward: Castle



Hinckley & Bosworth
Borough Council

Site: 13 Castle Street, Hinckley

Proposal: Internally illuminated fascia and projecting sign and vinyl window graphic

1. Recommendations

1.1. Grant Advertisement Consent subject to:

- Planning conditions outlined at the end of this report

2. Planning application description

- 2.1. The application seeks advertisement consent for the installation of an internally illuminated fascia, a projecting sign and a vinyl window graphic. The vinyl graphic has been removed throughout the advertisement process.
- 2.2. The proposed fascia would measure 0.75m in height, 7.54 metres in width and 0.105 metres in depth. The projecting sign would measure 0.6m in height, 0.6m in width and 0.1m in depth.
- 2.3. The static internally illuminated elements of the signage would be 180 cd/sq.

3. Description of the site and surrounding area

- 3.1. The application site is located on Castle Street, Hinckley, which is a key road located within the town centre. The site is located within a Conservation Area, and was most recently used by Bodycare – and is now utilised by Savers.
- 3.2. Castle Street is a pedestrianised road, with a high concentration of commercial premises operating within this area.

4. Relevant planning history

02/00966/ADV

Illuminated sign
Advertisement Consent
08/10/2002

02/00955/FUL

Alterations to shop front
Planning Permission
08/10/2002

98/00476/ADV

Shop fascia and projecting signs
Advertisement Consent
21/08/1998

5. Publicity

- 5.1. The application has been publicised by sending out letters to local residents. A site notice was also posted within the vicinity of the site.
- 5.2. Following the publication of the application, no comments have been received.

6. Consultation

- 6.1. Hinckley & Bosworth Borough Council Conservation:
Substantive response received in relation to this proposal, and included within the 'Design and impact upon the character of the Conservation area' section of this report.

7. Policy

- 7.1. Core Strategy (2009)
 - Policy 1: Development in Hinckley
- 7.2. Site Allocations and Development Management Policies DPD (2016)
 - Policy DM1: Presumption in Favour of Sustainable Development
 - Policy DM10: Development and Design
 - Policy DM11: Protecting and Enhancing the Historic Environment
 - Policy DM12: Heritage Assets
 - Policy DM17: Highways and Transportation
 - Policy DM23: High Quality Shop Fronts and Advertisements
- 7.3. National Planning Policies and Guidance
 - National Planning Policy Framework (NPPF) (2024)
 - Planning Practice Guidance (PPG)
- 7.4. Other relevant guidance
 - Good Design Guide (2020)
 - National Design Guide (2019)

8. Appraisal

- 8.1. Key Issues
 - Design and impact upon the character of the Conservation area
 - Impact upon highway safety

Design and impact upon the character of the area

- 8.2. This application is for the replacement of fascia signage with a new internally illuminated fascia, the installation of a projecting sign, and application of a window vinyl at 13 Castle Street, Hinckley. The building is located within the Hinckley Town Centre Conservation Area. The property dates from the 1970s and has an appearance typical of this period which is considered uncharacteristic with the traditional qualities of the conservation area. A modern shopfront of no particular architectural interest has been installed upon the ground floor. For these reasons the building is identified as being part of weak area within the Hinckley Town Centre Conservation Area Appraisal (2013), and overall the building is considered to make a minor negative contribution to the character and appearance, and thus heritage significance, of the conservation area. The property has been vacant and but has now recently been re-occupied by Savers.

- 8.3 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area.
- 8.4 Section 16 of the National Planning Policy Framework (NPPF) provides the national policy on conserving and enhancing the historic environment. Paragraphs 212-215 of the NPPF require great weight to be given to the conservation of designated heritage assets when considering the impact of a proposed development on its significance, for any harm to the significance of a designated heritage asset to have clear and convincing justification, and for that harm to be weighed against the public benefits of a proposal.
- 8.5 Policies DM11 and DM12 of the Site Allocations and Development Management Policies (SADMP) DPD seek to protect and enhance the historic environment. Development proposals should ensure the significance of a conservation area is preserved and enhanced and proposals which seek to improve neutral and negative areas inside conservation areas, which also lead to the overall enhancement of the conservation area, will be supported.
- 8.6 The proposal is for the replacement of the existing fascia to the same scale, form and materials as the previous advertisement scheme. The corporate colours for the new operator, being white, green and red could perhaps be considered brighter and slightly more prominent than the colour scheme of the previous operator, but similar colours as proposed are in situ upon the signage of other operators located along Castle Street and overall the new colour scheme is not considered to materially increase any adverse effects on the visual amenity of the area compared to the existing. The lettering within the fascia is proposed to be internally illuminated, with LED lighting focusing on the lettering only which is of a limited extent of the fascia, so this reduces any impact upon the amenities of the area.
- 8.7 A modestly scaled projecting sign is proposed, sited at the right-hand side of the fascia. This is a similar arrangement for additional advertisement as per the flanking commercial units, with the new projecting sign being modestly scaled, of the same colour scheme as the fascia, and again whilst being internally lit due to its modest scale there would be a limited impact upon the amenities of the area.
- 8.8 During the application process it was confirmed that the window vinyl's as proposed could be considered to represent visual clutter and an unnecessary addition to the frontage that has a minor detrimental impact upon the amenities of the area. As such, it was recommended to the applicant to remove this element of the proposal. Following the receipt of an amended plan this was confirmed to be acceptable, following the removal of the vinyl element. The applicant confirmed that due to the store layout, the vinyl would actually screen a storage area to the front of the site, and when considering this on balance, the vinyl would be the preferred option.
- 8.9 The minor extent of the proposed works does not provide the opportunity for any particular enhancement to the character and appearance of the property and the wider conservation area, however, for the above reasons the proposed installation of replacement and additional signage is considered to have neutral impact on the character and appearance of the property and the wider Hinckley Town Centre Conservation Area, thus preserving its heritage significance. Subsequently the proposal complies with Policies DM10, DM11 and DM12 the SADMP, section 16 of the NPPF and the statutory duty of section 72 of the Planning (Listed Building and Conservation Areas) Act 1990.

Impact upon highway safety

- 8.10 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.11 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.12 The size and position of the sign would not give rise to an unacceptable level of pedestrian or vehicular safety as it would be situated adjacent to a pedestrianised road and would only be illuminated to a level of 180cd/m2, which would be acceptable within the setting.
- 8.13 As the proposals are away from the public highway, the Local Highways Authority are satisfied that there would be no material impact on the public highway.
- 8.14 It is therefore considered that the proposed advertisement would not cause any material impacts upon pedestrian or vehicular safety in compliance 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.

10. Conclusion

- 10.1. Overall, the proposal is deemed acceptable within the context of the street scene and would preserve the character and appearance of the area. The signs would not cause any significant impacts upon pedestrian or vehicular safety. The proposed development is therefore deemed acceptable in accordance with Policies DM10, DM11, DM12, DM17 and DM23 of the SADMP, and section 16 of the NPPF and the statutory duty of section 72 of the Planning (Listed Building and Conservation Areas) Act 1990.

11. Recommendation

- 11.1 **Grant Advertisement Consent** subject to:
- Planning conditions outlined 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. 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.

3. The advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows:

- Application Form; and
- Site Location Plan; and
- Existing and Proposed Shop Front Plan Rev 00

Reason: To protect the visual amenity of the area to accord with Policies DM1, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

11.3 Notes to applicant

- a) The approved development may require Building Regulations Approval, for further information please contact the Building Control team via e-mail at building.control@blaby.gov.uk or call 0116 272 7533.