

Delegated Report

Planning Ref: 24/01102/ADV
Applicant: Mr Vaughan Bartlet
Ward: Hinckley Clarendon



Hinckley & Bosworth
Borough Council

Site: Premier Travel Inn, Trinity Marina,
Coventry Road, Hinckley

Proposal: Installation of 4x replacement internally illuminated signs to the exterior of the building.

1. Recommendations

1.1. Grant advertisement consent subject to:

- Planning conditions detailed at the end of this report.

2. Planning Application Description

- 2.1. This application seeks advertisement consent for the installation of four replacement internally illuminated signs to the exterior of the building at Premier Travel Inn, Trinity Marina, Coventry Road, Hinckley, for the next five years.
- 2.2. All the new signs replace the curved top design of the previous advertisements with standard rectangular and square shapes. The proposed signs utilise the same logos and colour schemes of the previous advertisements and are internally illuminated with white LEDs to a static illumination level of 250 cd/m2.
- 2.3. The first sign (identified as '01') is a combi-sign panel that is located on the very south of the site adjacent to Coventry Road and 2.6m above ground level. The second advertisement (identified as '02') is a flex-face sign located at first floor level on the front southern elevation of the property, above the entrance to the hotel. The third advertisement (identified as '06') is also a flex-face sign that is located at first floor level on the western side elevation of the structure, adjacent to the front elevation. The fourth sign (identified as '07') is an aluminium horizontal sign, which is located at ground floor level on the rear northern side of the front element of the property.

3. Description of the Site and the Surrounding Area

- 3.1. The application site comprises the Premier Travel Inn Hotel, The Marina Public House, and associated hard surfacing and parking. The parking area to the south of the site is also utilised in association with the TMS Motor Group car showrooms to the east of the application site. The site is located within the Trinity Marina, which is to the west of, but within the identified settlement boundary of Hinckley.

- 3.2. The Trinity Marina complex features the Marina itself to the north of the site, the hotel and public house within the application site, the car showrooms to the east of the site, a mixture of commercial and industrial premises to the northeast and northwest. The premises to the west of the site are separated from the application site by the Ashby de La Zouch Canal. The Canal and its immediate margins lie within the Ashby Canal Conservation Area, which covers the length of the Canal through the Borough. The character of the area is predominantly commercial, but residential properties do feature on the southern side of Coventry Road, and to the east and southwest of the Trinity Marina complex.
- 3.3. The site is accessed from Coventry Road to the south, which has a separate entry and exit only opening on either side of the fuelling station on the Coventry Road frontage. Coventry Road is an adopted and classified 'B' road, B4666, that is subject to a 30mph speed limit when adjacent to the application site.

4. Relevant Planning History

- 4.1 N/A.

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 There have been no objections from the following consultations:
- Hinckley & Bosworth Borough Council (HBBC)'s Pollution Officer
 - The Local Highway Authority (LHA)
- 6.2 The Canal & River Trust did not comment on the planning application. No further responses have been received.

7. Policy

- 7.1 Core Strategy (2009):
- Policy 1: Development in Hinckley
- 7.2 Site Allocations and Development Management Policies (SADMP) DPD (2016):
- Policy DM10: Development and Design
 - Policy DM11: Protecting and Enhancing the Historic Environment
 - Policy DM12: Heritage Assets
 - 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 confirms 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 Policy DM10(c) of the SADMP states that developments will be permitted where they complement or enhance the character of the surrounding area

8.4 Policies DM11 and DM12 of the SADMP seek to protect and enhance the historic environment and heritage assets. All proposals for extensions and alterations of listed buildings and development affecting the setting of Listed Buildings will only be permitted where it is demonstrated that the proposals are compatible with the significance of the building and its setting. Development proposals should ensure the significance of a conservation area is preserved and enhanced.

8.5 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.

8.6 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. Sky signs should be located on a building's front elevation and should be proportionate to the scale of the elevation.

- 8.7 Paragraph 15.24 of the SADMP highlights 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
- 8.8 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 and only the text is illuminated within the specified signs. The internal halo lighting produces a soft glow which reduces light pollution and is considered to be appropriate in line with the guidance on shop fronts provided in the Good Design Guide.
- 8.9 The proposal replaces existing advertisements with signs in the same location that are of a similar size, colour, style, and design. It is noted that the existing signs were also internally illuminated, and the new advertisements are within the recommend maximum permitted luminance for suburban areas.
- 8.10 By virtue of these factors, the replacement signage is regarded as appropriately positioned and scaled, and is visually acceptable in terms of illumination, style, font and colours. For these reasons, it is considered that the proposal has a neutral impact upon the character and appearance of the Ashby Canal Conservation Area and the surrounding area. The proposal therefore complies with Policies DM10, DM11, DM12 and DM23 of the SADMP, and Chapter 12 of the NPPF.

Impact upon Neighbouring Residential Amenity

- 8.11 Policy DM10(a) and (b) of the SADMP states development will be permitted provided that 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
- 8.12 Policy DM23 of the SADMP also 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.
- 8.13 The closest residential dwelling is 372 Coventry Road. The closest proposed sign is faces east-to-west in comparison to the north-facing dwelling and it is 32.1m north from its front elevation. This then extends to 111.1m for the second closest replacement advertisement.

- 8.14 Ultimately, the proposal replaces existing signs and are internally illuminated to a degree that is compliant with PLG05. Given the above, and the distance between the advertisements and neighbouring dwellings, the scheme is not considered to result in any significant adverse impacts to neighbouring residential amenity in accordance with Policies DM10 and DM23 of the SADMP.

Impact upon Highway Safety

- 8.15 Policy DM17 of the SADMP states that development proposals need to 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 outdoor advertisements will be approved where they have no detrimental impact on public safety.
- 8.17 The Local Highway Authority (LHA) confirmed that the development does not make a material impact on the public highway. Therefore, the proposal is 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 national and local planning policies into account, and regarding all relevant material considerations, it is recommended that advertisement consent to 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 in the Application Form (submitted: 03.12.2024) and the Existing, Proposed, Signage, Elevations, Site Locations, Site Plan, Drg No. 193122 Rev C (submitted: 03.12.2024) received by the Local Planning Authority.

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.