

Delegated Report

Planning Ref: 25/00826/ADV
Applicant: Central Co-Op
Ward: Newbold Verdon With Desford and Peckleton



Hinckley & Bosworth
Borough Council

Site: Central Co-Op, 37 High Street, Desford

Proposal: Installation of 3no illuminated fascia signs, reverse applied window graphics, wall mounted car park sign & illuminated projection sign

1. Recommendations

1.1. Grant advertisement consent subject to:

- Conditions detailed at the end of this report.

2. Planning Application Description

- 2.1. This application seeks advertisement consent for the installation of advertisements for a new Co-Op supermarket associated with permission 23/00711/FUL. The advertisements proposed comprise 3no. internally illuminated fascia signs of varying scales, reverse applied window graphics, a wall mounted car park sign, and an illuminated projection sign.
- 2.2. The proposed illuminated fascia signs feature the corporate logo of “Co-Op” in green and are internally illuminated with white LEDs. The largest illuminated sign would be situated on the North East Elevation and measures 1.557m in length and 0.65m in height. Two smaller illuminated signs, both measuring 1.078m in length and 0.45m in height, would be situated on the SW Elevation.
- 2.3. The proposed non-illuminated wall-mounted vinyl graphic signs are located on the North Eastern elevation of the building (the location of the main entrance) and face toward the associated car park. These contain images and lettering associated with the function of the approved grocery store. A smaller welcome graphic also features on this elevation.
- 2.4. The proposal also includes a trough illuminated projecting graphic sign on the North West Elevation. This is to be fixed to an ornate aluminium bracket and features the same green logo, measuring 0.6m x 0.6m.
- 2.5. Following discussions with the Applicant, the proposals were amended to remove a large illuminated sign on the North West Elevation and replace photographic vinyl window graphics on the South West elevation following concerns regarding impact on the character of the Conservation Area and neighbouring amenity (light pollution).

3. Description of the Site and the Surrounding Area

- 3.1. The application site comprises the car park to the west of The Blue Bell Inn Public House and associated store, and a pair of semi-detached properties at 37 High Street and 2A Main Street, 2A currently Class E(b) café (“The Food Room”).
- 3.2. The site is located in a prominent location on the north side of High Street within the settlement boundary of Desford. Desford is a key rural centre relating to Leicester according to Policy 8 of the adopted Core Strategy and High Street is regarded as the historic core of the Desford Conservation Area. The adjacent pub has cream painted render walls and red plain clay tiles, and it is opposite a Grade II* Listed Building – (Old Manor House).
- 3.3. 37 High Street and 2A Main Street are two cottages of a linear plan form, facing the junction of High Street, Main Street and Manor Road, with pitched tiled roofs and a white stucco external finish.
- 3.4. Residential dwellings lie to the north of the site, with No. 2 Main Street neighbouring 2A and 37 Main Street. The northernmost boundary of the site contains a tree belt which separates the car park/pub garden area from the rear gardens of 4 and 6 Main Street.

4. Relevant Planning History

23/00711/FUL

- Change of use from Café (Class E (b)) and residential (Class C3) to convenience foodstore (Class E (a)), construction of single storey side extension, two storey and single storey rear extension (following the demolition of existing single-storey element to rear of 37 High Street/2A Main Street and store to rear of public house) with associated landscaping and other works
- Permitted
- 31.07.2024

22/00448/ADV

- Proposed installation of illuminated and non-illuminated signage
- Permitted
- 02.09.2022

19/00162/FUL

- Demolish existing garage, new timber boarding, lean to canopy and sliding door to west elevation, extension of existing kitchen into external courtyard with replacement extraction system and 2 new patio doors to north elevation
- Permitted
- 02.05.2019

15/00623/FUL

- Proposed canopy porch to western side entrance

- Permitted
- 28.07.2015

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. 3 objections have been received, with the following concerns being raised:

- Modern signage is inappropriate in a conservation area
- Light pollution from large illuminated sign on NW Elevation

6. Consultation

6.1 Desford Parish Council – Objection

“Desford Parish Council strongly object to this signage proposal as it is wholly inappropriate for Desford Conservation Area.

- *The proposed modern, permanently illuminated signs are entirely out of character with our historic village and the conservation area that the building occupies.*
- *Item 4 would directly illuminate a resident's home (2A Main Street), which is unacceptable.*
- *Local residents already know the store's location - excessive signage on every building face is unnecessary. While we accept modest signage at the entrance, the proposed illuminated signs along Main Street and High Street are inappropriate for a conservation area.*
- *The photographic advertising along Main Street adds commercial clutter that undermines the village character. This also has a harmful impact on the character of the conservation area. It is not clear whether these would be back-lit but if there is a plan to light them we wish to object to that as well. It is not in keeping with building or surroundings.*
- *Safety concerns are equally serious. The car park entrance creates a near-blind spot when exiting the roundabout eastbound. Combined with heavy traffic volumes and poor driving standards in the village, additional illuminated distractions pose a genuine road safety risk.*
- *Lighting times – we would expect lighting up of any and all signs and windows to be limited to during opening hours only.*

We request this application be refused on the above grounds as the proposal fails to preserve or enhance the conservation area's character and creates unacceptable impacts on both residential amenity and road safety.”

Officer comment: Item 4 has since been removed from the proposal, and the photographic advertising on Main Street has been replaced with a blank frontage.

7. Policy

7.1 Core Strategy (2009):

- Policy 1: Development in Hinckley

7.2 Site Allocations and Development Management Policies (SADMP) (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: Highway and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

7.3 Desford Neighbourhood Plan (May 2021)

- Policy ENV5: Local Heritage Assets

7.4 National Planning Policies and Guidance:

- National Planning Policy Framework (NPPF) (2024)
- National Design Guide (2019)
- Planning Practice Guidance (PPG)

7.5 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 the Conservation Area and heritage assets
- 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 states 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 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.

8.4 Policy DM10(c) of the SADMP states that developments will be permitted where they complement or enhance the character of the surrounding area.

8.5 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.

8.6 Paragraph 15.24 of the SADMP further clarifies 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

- 8.7 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 for both internally illuminated signs.
- 8.8 Policy H7 of the DNP states that new development should enhance and reinforce the local distinctiveness and character of the area in which it is situated, particularly within the Conservation Area. Care should be taken to ensure that the development does not disrupt the visual amenities of the street scene and impact negatively on any significant wider landscape views.
- 8.9 The proposed illuminated signs are considered appropriate in terms of their individual size and quantum and would appear proportionate to the building and surrounding context. The photographic vinyl adjacent to the shop entrance is considered to be appropriate in this site-specific context and would not cause any unacceptable harm to the character of the area. The aluminium bracket with illuminated signs are a positive addition to the proposal which adds an ornate and high-quality aspect to the proposal.
- 8.10 Considering the above factors, the signage is regarded as being appropriately sited and being of appropriate scale, acceptable in its context in terms of illumination, style, and colour. It is considered that the proposal would therefore have a neutral impact on the character of the surrounding area and complies with Chapter 12 of the NPPF and Policies DM10 and DM23 of the SADMP.

Impact on the Conservation Area and heritage assets

- 8.11 Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on the local planning authority when determining applications for development which affects a listed building or its setting, to have special regard to the desirability of preserving the listed building's setting and any features of special architectural and historic interest which it possesses. Section 72 of the Act 1990 places a duty on the local planning authority when determining applications for development which affect a conservation area to pay special attention to the desirability of preserving or enhancing the character and appearance of that area.
- 8.12 Section 16 of the National Planning Policy Framework (NPPF) provides the national policy on conserving and enhancing the historic environment. Paragraphs 205-208 of the NPPF require great weight to be given to the conservation of a designated heritage asset 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.

- 8.13 Policy DM11 of the adopted SADMP seeks to protect, conserve and enhance the historic environment. All development proposals which have the potential to affect a heritage asset, or its setting will be required to demonstrate an understanding of the significance of the heritage asset and its setting, the impact of the proposal on the significance of the asset and its setting, how the benefits of the proposal will outweigh any harm caused.
- 8.14 Policy DM12 states that development proposals should ensure the significance of a conservation area is preserved and enhanced through the consideration of important features identified in the relevant Conservation Area Appraisal and Management Plan, including the retention of key spaces, preservation or enhancement of key views and vistas, historic street pattern and plan form where feasible, the use of natural building materials and appropriate boundary treatments. Proposals that affect 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.
- 8.15 The proposed advertisements would include a combination of internally illuminated contemporary lighting and photographic vinyl advertising, together with two more traditional aluminum brackets. With the extent of the illuminated signage being reduced from the original proposal, and the amount of photographic advertising also reduced, Officers consider that the proposed advertisements would preserve the significance of the Conservation Area and surrounding heritage assets, thus complying with Policies DM11 and DM12 of the SADMP.

Impact upon Neighbouring Residential Amenity

- 8.16 Policy DM10(a) and (b) of the SADMP states that development will be permitted where 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
- 8.17 Policy DM23 of the SADMP 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.
- 8.18 The nearest residential dwelling to the proposed illuminated sign was 2A Main Street opposite the NW Elevation, however this has now been removed. None of the other illuminated signs directly face residential dwellings, and their impact in terms of potential light pollution are therefore considered acceptable.
- 8.19 The other signage is appropriate in terms of its scale and design and would not have any unacceptable neighbouring amenity impacts.

- 8.20 In summary, the proposal is considered not to result in adverse impacts to neighbouring residential amenity. The proposal is therefore considered to be in accordance with Policies DM10 and DM23 of the SADMP.

Impact upon Highway Safety

- 8.21 Policy DM17 of the SADMP requires that development proposals 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.
- 8.22 Policy DM23 of the SADMP states that outdoor advertisements will be approved where they have no detrimental impact on public safety.
- 8.23 Leicestershire County Council Highways were not consulted on the proposal as it is considered that the development does not make a material impact on the highway.
- 8.24 The proposal is therefore considered to be 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 into account all relevant national and local planning policies, and having had regard to all relevant material considerations, it is recommended that advertising consent 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:

- Drawing Ref G_85502-F (received 11.11.25) including:
- Location Plan
- Site Plan
- NE Elevation
- NW Elevation
- SW Elevation
- SE Elevation
- Item 1 Specification
- Item 2 Specification
- Item 3 Specification
- Item 4 Specification
- Item 5 Specification
- Item 6 Specification
- Item 7 Specification
- Item 8 Specification
- Item 9 Specification

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.

4. The illuminated signage shall only be illuminated during opening hours of the business.

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).