DELEGATED REPORT

Recommendation Made:

Reference:- **08/00248/ADV** **Parish:-** **Hinckley**

Applicant:- **Mr John Jackson**
24-26 Pate Road
Leicester Road Industrial Estate
Melton Mowbray
Leicestershire

Location:- **Aldi Stores Ltd Watling Street Hinckley Leicestershire LE10 3ED**

Proposal:- **ERECTION OF INTERNALLY ILLUMINATED SIGN TO FRONT OF BUILDING AND 6M HIGH INTERNALLY ILLUMINATED FREESTANDING SIGN**

Introduction:-

This is a revised application for the display of illuminated advertisements on the newly extended Aldi store.

It consists of one internally illuminated sign under the front canopy, similar to the one displayed on the original unit and a free standing internally illuminated sign to the access of the site. Both signs are now being displayed. A letter has been received from the Agent confirming that the maximum height of the sign to be 6 metres.

The site is located in an area of mixed uses, residential and commercial.

History;

08/00012/ADV	Display of illuminated advertisements	Withdrawn

Consultations:-

Environment Agency has no comments.

Director of Highways Transportation and Waste Management no objections subject to applying luminance standards.

One neighbour letter received on the grounds that the illumination should be switched off when the store is closed in order to minimise light pollution.

The Highways Agency has no objection subject to the specification of the installation being approved.

Development Plan Policies:-

Policies BE1 and BE26 of the Hinckley & Bosworth Borough Council Local Plan.
Shopping and Shop Front Supplementary Planning Guidance.

Appraisal:-

The application has been amended and is considered to be acceptable.

The neighbour has requested imposing a condition to limit the hours the signs can be illuminated but there is no restriction on the opening hours of the store so a condition has been included which reflects this. The maximum luminance proposed is below within the maximum luminance standards

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

1 This permission relates to the application as amended by the letter from the applicant dated7th April 2008.

2 The illumination of the signs hereby approved shall be switched off when the store is closed to the public.

3 The maximum luminance of the light source shall not exceed 200 cd/m2.

Reasons :-

1 In the interests of visual amenity.

2 To safeguard amenities of neighbouring properties to accord with policy BE1 of the adopted Hinckley & Bosworth Local Plan.

3 To safeguard amenities of neighbouring properties to accord with policy BE1 of the adopted Hinckley & Bosworth Local Plan.

Notes to Applicant:-

1 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.

Contact Officer:- Mrs L Forman Ext 5682