DELEGATED REPORT

Recommendation Made: 7 March 2008

Reference:- **08/00001/ADV** **Parish:-**

Applicant:- **Mr R Islam**
91 Trinity Lane
Hinckley
Leicestershire
LE10 0BL

Location:- **91 Trinity Lane Hinckley Leicestershire LE10 0BL**

Proposal:- **ERECTION OF ILLUMINATED SIGN**

Introduction:-

This application seeks consent to erect an externally illuminated halo advertisement on an Indian restaurant at 91 Trinity Lane, Hinckley. The dimensions of the advertisement are 3 metres wide x 1.1 metres high x 36cm depth (at its maximum point).

The application site is an industrial building located on the main arterial route through the town centre. Its previous use was a car sales showroom. The site is immediately flanked by similar industrial and retail buildings, although there are residential dwellings with the vicinity. The site lies within the Hinckley Town Centre Conservation Area.

Planning history

07/01333/COU - Change of use from car showroom to A3 (restaurant)

Consultations:-

No letters of objection have been received.

Environmental Services and the Highways Authority have responded to advise that the luminance levels of the advertisement should be considered carefully. Environmental Services have advised that if approved, a condition should be imposed to ensure the illumination of the sign meets with the recommendations of the Institute of Lighting Engineers in their Technical Report Number 5 for a sign within zone E3.

Development Plan Policies:-

Policies BE1, BE11 and BE26 of the Hinckley & Bosworth Borough Council Local Plan

Appraisal:-

The advertisement proposed is not considered to be acceptable development within the Hinckley Town Centre Conservation Area. Policy BE11 of the Hinckley & Bosworth Borough Council Local Plan requires replacement advertisements and signs to be traditionally styled, carefully detailed and appropriate to the building and street scene. This application proposes a modern, acrylic sign that does not reflect the historical building on which it would be displayed. There are no traditional features incorporated into the design of the sign, which is expected of advertisements within Conservation Areas.

The proposal also contradicts the Shopping and Shop Fronts Supplementary Planning Guidance, which requires new advertisement signs to be of appropriate design and materials. Neither the design of the proposal or the materials to be used in its construction respect the original design features of the building.

Overall, it is considered that the proposal fails to complement or enhance the Conservation Area to its inadequate and unsympathetic design. The proposal is not incompliance with any of the relevant policies and it is therefore recommended that planning permission be refused.

RECOMMENDATION :- REFUSE, for the following reasons :-

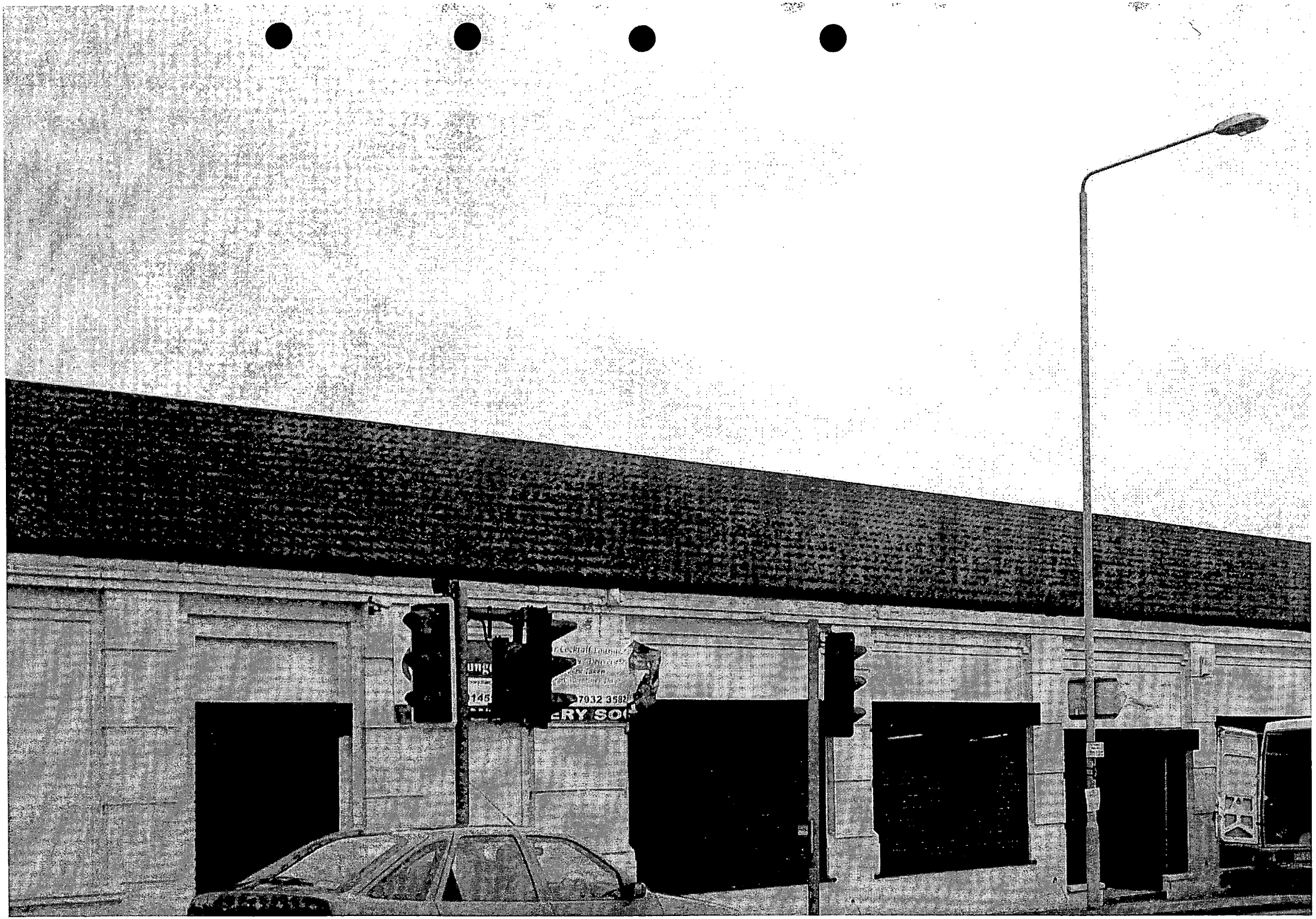
1 In the opinion of the Local Planning Authority the proposal is of poor design by reason of its size ~~and~~ materials ~~and~~ would represent an unsympathetic development out of keeping with the appearance and character of the Hinckley Town Centre Conservation Area. Therefore the proposal does not accord with Policies BE1 and BE11 of the adopted Hinckley & Bosworth Borough Council Local Plan. ~~or the~~ adopted Supplementary Planning Guidance relating to Shopping and Shop Fronts.

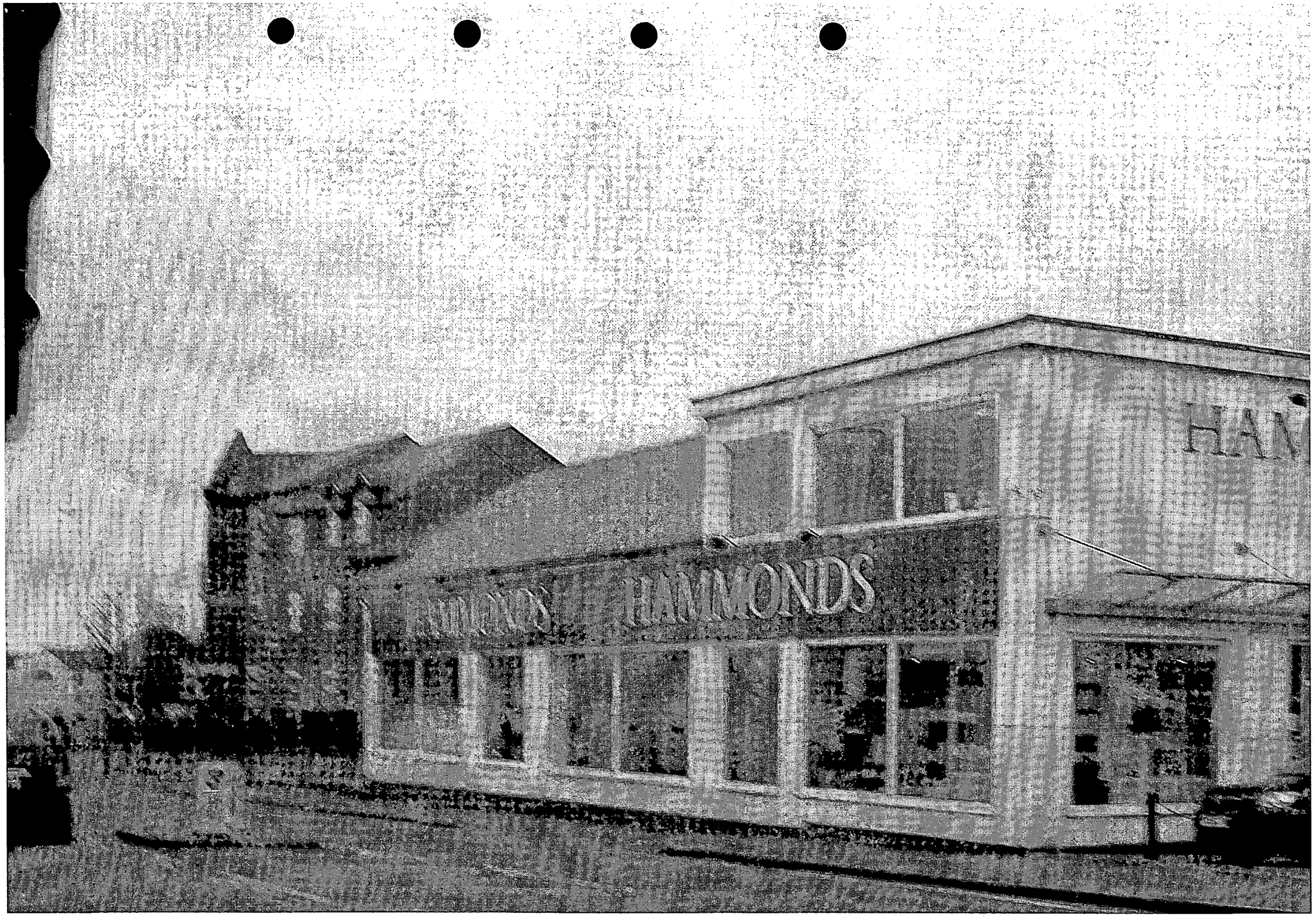
Notes to Applicant:-

1. ~~It has been noted by~~ the Local Planning Authority that an illuminated advertisement is currently being displayed on the premises ~~which is classed as unauthorised~~. The applicant should be aware that this matter has been referred to the Hinckley ~~and~~ Bosworth Borough Council Planning Enforcement Team for further action.

2) The Local Planning Authority ~~could be~~ maybe prepared to consider more favourably a revised proposal for more restrained advertising material which respects the architectural features of the building and is sympathetic to the Conservation Area.

Contact Officer:- Louise Winson Ext 5898




DIAMONDS


CLASSIC INTERIORS
CLASSIC INTERIORS
SCOTT LEWIS
Showroom on 2nd Floor