DELEGATED REPORT

Recommendation Made: 23 March 2009

Reference:- 09/00033/ADV **Parish:- Hinckley**

Applicant:- Ms Katie Nation
14 Richmond Gate
Hinckley
Leicestershire
LE10 0BW

Location:- 12 Stockwell Head Hinckley Leicestershire LE10 1RE

Proposal:- ERECTION OF NEW FASCIA AND PROJECTION SIGN.

Introduction:-

One of an existing parade of two storey flat roof shops built to back of pavement. Located within Hinckley Conservation Area. Of typical 1970's design with large picture windows and cladding to first floor elevation. Existing building and those adjacent makes no positive contribution to the character and appearance of the conservation area. Existing A1 retail use.

Application proposes two advertisements, one projecting illuminated sign and one illuminated fascia sign. A replacement shop front has also been approved under separate permission.

Application has been subject to pre-application advice.

Planning history

None

Consultations:-

Conservation Officer objects to the projecting roller shutter box, but is happy with the overall design of the shop front and signage.

Environmental Health raises no objection subject to control over signage luminance.

Development Plan Policies:-

BE1
BE7
SPG on Shopfronts

Appraisal:-

The wider redevelopment of this shopfront has been subject to an earlier application, and therefore this advertisement application is the final approval required for this comprehensive remodelling of this frontage.

The signage proposed is of raised text design standing proud of the header already approved by the earlier application. Illumination is provided by way of an trough light sited above.

The exact colour finish to both the previously approved shopfront and the advertisement lettering is not known however the agent has offered firm assurance s that the dark grey colour is to be used, but the exact RAL colour and the detailing is yet to be finalised. The detail of the raised lettering and the colouring is to be controlled by way of condition.

On balance and when considered alongside the application for the replacement shopfront the advertisements proposed are considered acceptable for this premises and this town centre and conservation area location.

Recommendation:- Consent to Display Advertisement subject to the following conditions:-

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Having regard to the pattern of existing development in the area, representations received and relevant provisions of the development plan, as summarised below, it is considered that subject to compliance with the conditions attached to this permission, the proposed advertisements would be in accordance with the development plan and would not be to the detriment of visual amenity or highway safety. Additionally, the proposed advertisement would preserve the character and appearance of the Hinckley Conservation Area.
Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1, BE7, BE26 and SPG on Shopfronts

1 No advertisement hereby approved shall be displayed until details of the exact appearance including the colour, materials of construction and a section thorough the advertisements demonstrating the degree of projection of the lettering have been submitted to and approved in writing by the local planning authority. The display of the advertisements shall then proceed in accordance with the approved details only.

2 The maximum luminance of the light sources contained within the advertisements hereby approved shall not exceed 150 cd/m2 unless otherwise agreed in writing by the local planning authority.

3 This permission relates to the application as revised by amended plan 08910-SK01 Rev E received by the Local Planning Authority on 23 March 2009.

Reasons :-

1 In the interests of visual amenity and to preserve the character and appearance of the Hinckley Conservation Area, in accordance with Policies BE1 and BE7 of the Adopted Hinckley and Bosworth Local Plan.

2 To protect the appearance of the area, the environment and local residents from nuisance from artificial light, in accordance with the requirements of Policy BE26 of the Adopted Hinckley and Bosworth Local Plan.

3 To define the permission.

Notes to Applicant:-

1 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.

2. As from 6th April 2008 this Authority are charging for the discharge of conditions in accordance with revised fee regulations which came into force on that date. Application forms to discharge conditions and further information can be found on the planning portal web site www.planningportal.gov.uk.

3. All works within the limits of the Highway with regard to the access shall be carried out to the satisfaction of the Southern Area Manager (0116 3052202).

4. List of plans used in the determination of this application: 08910-SK01 Rev E.

Contact Officer:- James Hicks Ext 5762