

Delegated Report

Planning Ref: 25/01120/ADV
Applicant: Mrs Cheryl Stanley
Ward: Hinckley Castle



Site: 25 Station Road Hinckley Leicestershire

Proposal: Non illuminated free standing post mounted sign, fascia sign, wall mounted sign and window decals

Case Officer: Zahra Jam-Rotbeh

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 non-illuminated free standing post mounted sign and window decals at 25 Station Road, Hinckley. In addition retrospective approval is sought for a fascia sign and wall mounted sign on the side elevation.
- 2.2. The proposed free-standing post-mounted sign and the window decals will be positioned on the western (front) elevation of 25 Station Road, adjacent to Hinckley Town Centre.
- 2.3. The proposed post-mounted sign would be situated above the existing boundary wall and displayed prominently along the main street. The sign would measure 1.33 metres in width and 2.7 metres in length. It would feature a black background with white text, and a footer section in blue with black text. The sign would be supported by two ground-fixed posts measuring 1.9 metres in height, resulting in a total overall height of 3.2 metres.
- 2.4. The window decals would be applied to the three main windows on the front elevation, positioned centrally on each window pane and they all will be in the same height of 28 centimetres.
- 2.5. There is an existing fascia sign installed on the front elevation above the right-hand side bay window. It displays the name 'Armstrong' in white and 'Chartered Accountant & Tax Advisers' in blue on a black background. The sign measures 4.2 metres by 0.6 metres.
- 2.6. The other existing sign is wall-mounted on the side of the building. It has white and blue text on a black background and measures 2 metres by 1.2 metres.

- 2.7. The sign and posts will be constructed from powder coated aluminium and will not have any projection.

3. Description of the Site and the Surrounding Area

- 3.1. The application site is located within the settlement boundary of Hinckley. The signs are located on the building located in Station Road.
- 3.2. The existing building is consultancy building which is of the same design and form of the existing dwellings in nearby area. The front elevation has two bay windows and has already the front fascia sign and side mounted sign. The site is accessed from Station Road and Mount Road.
- 3.3. To the north of the site is Hinckley Town Centre. To the west there is a church, along with the Cineworld complex, retail units and restaurants. The wider surrounding area is a mix of commercial and residential in character.

4. Relevant Planning History

N/A

5. Publicity

- 5.1 The application has been publicised by sending out letters to neighbouring premises and a site notice was also posted within the vicinity of the site.
- 5.2 No responses have been received.

6. Consultation

N/A

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 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)
- The Guidance Notes for the Reduction of Obtrusive Light (2011)

8. Appraisal

8.1. The key issues in respect of this application are:

- Design and impact upon the character of the area

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 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 The proposed signage would be installed on both the front and side elevations of the building. The surrounding area contains a mix of commercial and residential properties. The building occupies a corner plot, resulting in the wall signage being visible from Mount Road, while the remaining signage on the front elevation would be visible from Station Road. There is also another commercial property nearby that features similar signage on its windows and on both its front and side elevations, which makes the proposed signage more acceptable within the street scene along Mount Road and Station Road. The neighbouring property to the right is a primary school, which displays a comparable level of signage, further contributing to a balanced appearance within the main street scene. The proposed signages use a consistent colour palette of black, white and blue, with matching fonts that respond well to the existing signage in the area. Therefore, the proposals are not considered to have an adverse impact on the character or appearance of the locality.

8.7 The wall sign on the side elevation and the wall sign on the front elevation were installed prior to this application. However, given their size, colour and positioning,

they are not considered to cause harm to the appearance of the main building or the character of the surrounding area.

- 8.8 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 an acceptable impact on the character of the surrounding area and complies with Chapter 12 of the NPPF and Policies DM10 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

Grant advertisement consent subject to 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:

- Application Form
- Existing fascia signage dimensions
- Site Location Plan
- Post Signs and Window Logos
- Post Sign Dimensions

All received by the Local Planning Authority on 25.11.2025.

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.

11.2 **Notes to applicant**

- a) The approved development may require Building Regulations Approval, for further information please contact the Building Control team via e-mail at building.control@blaby.gov.uk or call 0116 272 7533.