

Delegated Report

Planning Ref: 23/01210/ADV
Applicant: NATIONWIDE BUILDING SOCIETY
Ward: Hinckley Castle



Hinckley & Bosworth
Borough Council

Site: 14 The Borough, Hinckley

Proposal: Replacement of illuminated signages and logos to the front of business premises and ATM

1. Recommendations

1.1. Grant advertisement consent subject to:

- Planning conditions outlined at the end of this report

2. Planning application description

- 2.1. This application is for the replacement of illuminated signage and logos at 14 The Borough.

3. Description of the site and surrounding area

- 3.1. The site relates to a large, brick built building dating from the 1970s with glazing panels to the front elevation. It is currently in use as a bank and is surrounded by other commercial uses. The site is located within the Hinckley Town Centre Conservation Area.

4. Relevant planning history

20/00905/ADV

One internally illuminated fascia sign, two internally illuminated projecting signs, one internally illuminated ATM sign
Advertisement Consent
29.10.2020

5. Publicity

- 5.1. The application has been publicised by sending out letters to local residents.
5.2. A site notice was also posted within the vicinity of the site.
5.3. No responses have been received.

6. Consultation

- 6.1. HBBC Town Centre Management: No comments received.
6.2. HBBC Conservation Officer: No objections, substantive report included within the Impact on the character of the area section of this report.
6.3. Environmental Health: No objections.

7. Policy

7.1. Core Strategy (2009)

- No relevant policies

7.2. Site Allocations and Development Management Policies DPD (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: Highways and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

7.3. National Planning Policies and Guidance

- National Planning Policy Framework (NPPF) (2021)
- Planning Practice Guidance (PPG)

7.4. Other relevant guidance

- Good Design Guide (2020)
- National Design Guide (2019)

8. Appraisal

8.1. Key Issues

- Impact upon the character of the area
- Impact upon highway safety

Impact upon the character of the area

- 8.2 This application is for the replacement of illuminated signage and logos at 14 The Borough, Hinckley. The building is located within the Hinckley Town Centre Conservation Area. The property dates from the 1970s and has a scale and appearance typical of this period which is considered uncharacteristic with the traditional qualities of the conservation area. For these reasons the building is identified as being part of weak area within the Hinckley Town Centre Conservation Area Appraisal (2013), and overall the building is considered to make a negative contribution to the character and appearance, and thus significance, of the conservation area. The property is currently occupied by Nationwide.
- 8.3 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area.
- 8.4 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 designated heritage assets 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.
- 8.5 Policies DM11 and DM12 of the Site Allocations and Development Management Policies (SADMP) DPD seek to protect and enhance the historic environment. Development proposals should ensure the significance of a conservation area is preserved and enhanced and proposals which seek to improve neutral and negative areas inside conservation areas, which also lead to the overall enhancement of the conservation area, will be supported.
- 8.6 The proposal is for the replacement of existing fascia, ATM surround, window and projecting signage with new corporate branding and signage of a similar form and colours as existing. No additional signage is proposed. Each sign is considered to be appropriately positioned and scaled and visually acceptable in terms of imaging, font and colours, and as no new signage proposed there would not be an over-proliferation of signs upon the front elevation.

- 8.7 The minor extent of the proposed works does not provide the opportunity for any particular enhancement to the character and appearance of the property and the wider conservation area, however, the proposed installation of replacement signage is considered to have neutral impact on the character and appearance of the property and the wider Hinckley Town Centre Conservation Area, thus preserving its significance. Subsequently the proposal complies with Policies DM11 and DM12 the SADMP, section 16 of the NPPF and the statutory duty of section 72 of the Planning (Listed Building and Conservation Areas) Act 1990.

Impact upon highway safety

- 8.8 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.9 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.10 The site faces onto The Borough, and is located in a cluster of businesses. It is considered that with luminance levels conditioned to be no higher than 250 cd/m², then there would not be any detrimental impact to highway safety caused by the proposed replacement advertisements.
- 8.11 It is therefore considered that the proposed advertisements would not cause any material impacts upon pedestrian or vehicular safety in compliance with policies DM17 and DM23 of the SADMP.

Equality implications

- 8.12 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.
- 8.13 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.
- 8.14 There are no known equality implications arising directly from this development.
- 8.15 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).

9. Conclusion

10. Overall the proposal is deemed acceptable within the context of the street scene and would preserve the character and appearance of the area. The illumination and

projection of the advertisement would not cause any significant impacts upon pedestrian or vehicular safety. The proposed development is therefore deemed acceptable in accordance with Policies DM10, DM11, DM12, DM17, DM23 of the SADMP and the wider policies of the NPPF

11. Recommendation

11.1 Grant advertisement consent subject to:

- Planning conditions outlined 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. 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.

3. The sign permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

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 advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows:
 - Block Plan
 - Site Location Plan
 - Proposed External Elevations Drg No. PR.00.E1
 - Application Form
 - External ATM Plan
 - Projection Sign Plan
 - Fascia Sign Plan

Reason: To protect the visual amenity of the area to accord with Policies DM1 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

5. The illuminated advertisements hereby permitted shall only be statically internally illuminated and shall not have a degree of brightness exceeding 250 candelas per square metre.

Reason: In the interests of the visual amenities of the locality and the character and appearance of the area and so that drivers of vehicles on the highway are not dazzled or distracted in accordance with Policy DM23 of the adopted Site Allocations and Development Management Policies Development Plan Document (2016).

11.3 Notes to applicant

1. The approved development may require Building Regulations Approval, for further information please contact the Building Control team via e-mail at buildingcontrol@hinckley-bosworth.gov.uk or call 01455 238141.