

## Delegated Report

**Planning Ref: 25/00296/ADV**

**Applicant: ONE STOP**

**Ward: Newbold Verdon with Desford and Peckleton**



Hinckley & Bosworth  
Borough Council

**Site: Newbold Food and Wine Ltd, 90 Main St, Newbold Verdon**

**Proposal: One externally illuminated fascia sign, one non-illuminated projecting sign, window vinyl and manifestation, F/ACM panel and poster cases**

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### **1. Recommendations**

#### **1.1. Grant advertisement consent subject to:**

- Conditions outlined at the end of this report

### **2. Planning application description**

#### **2.1.** This application is to replace existing signage and graphics at 90 Main Street, Newbold Verdon, which has been unoccupied since previously being occupied by Nisa as a convenience store. The signage would be replaced with new “One Stop” signage and graphics. The proposed signage includes:

- One externally illuminated fascia sign
- One non-illuminated projecting sign
- Window vinyls
- Poster cases

### **3. Description of the site and surrounding area**

#### **3.1.** The site is a disused convenience store located in the centre of Newbold Verdon on a row of three units consisting of a bakery and fish and chip shop. The two nearby units have a mixture of traditional and modern designed signage with little cohesion to the appearance of the units in the street. The convenience store occupies the ground floor unit where the existing signage consists of an externally illuminated fascia sign, 2 projecting signs and various window graphics. The store does not have an active frontage to Main Street with all windows being blocked by the existing graphics.

#### **3.2.** The site is not within a Conservation Area nor is it in close proximity to any Listed Building.

### **4. Relevant planning history**

None relevant

### **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.** LCC Highways: There would appear to be no material impact on the public highway and therefore the Local Highway Authority has no comments to make.

## **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 DM17: Highways and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

### **7.3. National Planning Policies and Guidance**

- National Planning Policy Framework (NPPF) (2023)
- Planning Practice Guidance (PPG)

### **7.4. Other relevant guidance**

- Good Design Guide (2020) (Section 8)
- 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 Policies DM10 of the Site Allocations and Development Management Policies (SADMP) DPD seek to ensure development complements or enhances the surrounding area.

8.3 Policy DM23 of the SADMP states outdoor advertisements which require consent will be approved by the Borough Council where they have no detrimental impact on public safety, they do not represent an over proliferation of unnecessary advertisements singularly or cumulatively, they have no adverse impact on amenity and they maintain or enhance the character of the conservation area.

8.4 The adopted Good Design Guide contains guidance relating to advertisements and shop fronts. It states that “Good design should address the composition, material, and structure of the shop-front. It should also consider the signage, illumination, security and any additional elements as a planned whole, reflecting the established character of the building and street-scene whilst allowing a degree of flexibility”.

8.5 The proposed projecting sign replaces an existing sign of similar dimensions in the same location. Its location could be improved by being sited lower on the front elevation and at the end of the fascia sign, however, given the ramp to the front of the store this would potentially cause issues for pedestrians. Considering the existing sign it will have a neutral impact on the character of the area as proposed.

8.6 The proposed fascia sign would be of similar dimensions and in the same location as the existing fascia which is acceptable. It would be of a more eye-catching colour but it is of an appropriate scale and design for its surroundings. The external lighting

is of an appropriate brightness and will replace the existing lighting trough above the fascia.

- 8.7 The number of poster boxes would be reduced as a result of the proposal from 8 poster boxes to just 2 which is an improvement to the existing situation and will help declutter the appearance of the premises.
- 8.8 The window graphics are not positive contributions to the sites signage as they contribute to the cluttered appearance. However, considering the present and previous longstanding use of windows graphics, the proposal will not lead to additional harm to the character of the area. Amendments were sought to remove/reduce the window graphics, however, the applicant explains they shield the use of internal racking. In light of the above this is accepted.
- 8.9 As such it is considered that the proposal is in general accordance with Policy DM10 of the SADMP, Policy DM23 of the SADMP and the Good Design Guide.

#### **Impact upon highway safety**

- 8.10 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.11 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.12 As above the signage largely replaces existing signage especially with regards to the proposed scale and siting of the advertisements. LCC highways have confirmed that the proposed would have no material impact on the public highway.
- 8.13 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**

- 8.14 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.
- 8.15 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.
- 8.16 There are no known equality implications arising directly from this development.
- 8.17 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 and would preserve the character and appearance of the area. 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, 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 advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows:

- Application Form
- Site Location Plan Drg No. 0101 Rev C.1
- Signage and Layout Details Drg No. 0100 Rev C.1

**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 Documents.

### 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](mailto:buildingcontrol@hinckley-bosworth.gov.uk) or call 01455 238141.