

Delegated Report

Planning Ref: 25/00526/ADV

Applicant: Mrs sue wilson

Ward: Burbage St Catherines & Lash Hill

Site: 10A Church Street Burbage Hinckley



Proposal: Installation of individual fascia lettering and halo illuminated cross advertising

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 installation of individual fascia lettering and halo illuminated cross advertising at 10A Church Street Burbage.
- 2.2. The proposed halo illuminated built-up cross would have a width of 1.50 metres and a height of 1.40 metres. It would replace the existing wooden cross sign and would utilise LED illumination.
- 2.3. The proposed lettering 'BURBAGE CONGREGATIONAL CHURCH' would feature a total length of 3.10 metres and a width of 1.10 metres. It would be fabricated in aluminium and installed on the existing brickwork using brass locators. It would replace the existing wooden lettering and would replicate the same font and size.

3. Description of the Site and the Surrounding Area

- 3.1. Burbage Congregational Church (10A Church Street) is an important local building within the Burbage Conservation Area, as identified within the Burbage Conservation Area Appraisal (2011). The building was originally built in 1815 but demolished in the early 1890's. The present building was constructed in 1894 of local brick by William Wheelock whose kiln was in Lychgate Lane. Due to its historic and architectural interest and its imposing scale the late-Victorian church building makes a positive construction to the character and appearance and heritage significance of the conservation area.

4. Relevant Planning History

99/00062/ADV

- DISPLAY OF APPLIED LETTERING AND CROSS
- ADV

- 18.02.1999

04/00317/FUL

- REROOFING OF EXISTING REAR EXTENSION AND ERECTION OF NEW TOILET BLOCK INCLUDING DEMOLITION OF EXISTING OUTBUILDINGS
- PER
- 10.05.2004

04/00318/CON

- DEMOLITION OF EXISTING TIMBER SHED AND CONCRETE GARAGES. REMOVAL OF CORRUGATED SHEET ROOF
- CONARA
- 10.05.2004

11/00291/FUL

- ERECTION OF A BOUNDARY WALL.
- PER
- 07.06.2011

75/01365/4M

- ERECTION OF OFFICE AND TOILET
- PER
- 25.11.1975

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

- 6.1 No objection has been received from the following consultees:
- Burbage Parish Council
 - HBBC Conservation Officer: *'There is existing individual fascia lettering for the church currently fixed to the front elevation above the entrance and a cross fixed further above between two windows at first floor level. The condition of the fascia lettering and cross has deteriorated, so this proposal is to replace the lettering and cross in the same position and to a similar scale. The lettering would be a brass material and of a simple font, resulting in an advertisement of a satisfactory character and appearance. The cross would be a stainless steel material and of the same form as existing, so it would have a satisfactory character and appearance. Halo lighting is proposed for the cross which is appropriately specified so it will not have an adverse effect upon the amenities of the building or the wider area. For these reasons the replacement advertisements*

would sit comfortably upon the front elevation of this important local building and ensure that the character and appearance and thus heritage significance of the Burbage Conservation Area is preserved. Therefore, the proposal complies with Policies DM11 and DM12 the Site Allocations and Development Management Policies DPD, section 16 of the National Planning Policy Framework (NPPF) and the statutory duty of section 72 of the Planning (Listed Building and Conservation Areas) Act 1990.'

7. Policy

- 7.1 Core Strategy (2009):
- Policy 4: Development in Burbage
- 7.2 Site Allocations and Development Management Policies (SADMP) (2016):
- Policy DM1: Presumption in Favour of Sustainable Development
 - Policy DM10: Development and Design
 - Policy DM 11: Protecting and Enhancing the Historic Environment
 - Policy DM 12: Heritage Assets
 - Policy DM17: Highways and Transportation
 - Policy DM23: High Quality Shop Fronts and Advertisements
 - Policy DM25: Community Facilities
- 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 including the Conservation Area
 - Impact upon neighbouring properties and amenities
 - Impact upon highway safety

Assessment against strategic planning policies

- 8.2. The proposal is located within the settlement boundary of Burbage and therefore there is a presumption in favour of sustainable development as set out in Policy DM1 and the wider policies of the NPPF.
- 8.3. The proposed development includes Installation of individual fascia lettering and halo illuminated cross advertising on community facility. Policy DM25 supports the provision of new facilities in sustainable locations, in this case as a modification to an existing

church the proposal would not conflict with Policy DM25. Whilst Burbage has a limited range of public transport options the church is well established and this proposal is unlikely to increase the number of movements to the village; the application is therefore considered acceptable in principle.

Design and Impact upon the Character of the Area including the Conservation Area

- 8.4. 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.
- 8.5. Policy DM 23 of SADMP states that outdoor advertisements will be approved where they do not represent an over proliferation of unnecessary advertisements singularly or cumulatively.
- 8.6. Policy DM10 of the SADMP states that developments will be permitted where they complement or enhance the character of the surrounding area.
- 8.7. Policy DM11 of SADMP mentions that The Borough Council will protect, conserve and enhance the historic environment throughout the borough. This will be done through the careful management of development that might adversely impact both designated and non-designated heritage assets.
- 8.8. Policy DM12 of SADMP also states that all development proposals affecting heritage assets and their setting will be expected to secure their continued protection or enhancement, contribute to the distinctiveness of the areas in which they are located and contribute to the wider vibrancy of the borough.
- 8.9. According to HBBC Conservation Officer '*There is existing individual fascia lettering for the church currently fixed to the front elevation above the entrance and a cross fixed further above between two windows at first floor level. The condition of the fascia lettering and cross has deteriorated, so this proposal is to replace the lettering and cross in the same position and to a similar scale. The lettering would be a brass material and of a simple font, resulting in an advertisement of a satisfactory character and appearance. The cross would be a stainless-steel material and of the same form as existing, so it would have a satisfactory character and appearance. Halo lighting is proposed for the cross which is appropriately specified so it will not have an adverse effect upon the amenities of the building or the wider area*' and therefore the proposed signs are not considered to harm the main building and surrounding area.
- 8.10. For these reasons the replacement advertisements would sit comfortably upon the front elevation of this important local building and ensure that the character and appearance and thus heritage significance of the Burbage Conservation Area is preserved. Therefore, the proposal complies with Policies DM11 and DM12 and DM23 of the Site Allocations and Development Management Policies DPD, section

16 of the National Planning Policy Framework (NPPF) and the statutory duty of section 72 of the Planning (Listed Building and Conservation Areas) Act 1990.

Impact upon neighbouring properties and amenities

- 8.11. Paragraph 135(f) of the NPPF requires planning policies and decisions to ensure that developments create places that are safe, inclusive, and accessible, which promote health and well-being, and a high standard of amenity for existing and future users.
- 8.12. Policy DM 23 of SADMP states that outdoor advertisement will be approved where they have no detrimental impact on public safety or on amenity.
- 8.13. Policy DM10(a) and (b) of the SADMP states that development will be permitted provided that it would not have a significant adverse effect on the privacy and amenity of nearby residents and occupiers of adjacent buildings.
- 8.14. The proposed cross sign would project 72 mm from the front elevation and would be LED-illuminated. The lettering sign would also project 3 mm from the front elevation. However, given the modest scale of the projections and limited illumination of the cross sign, the proposal is not considered to result in any harm to neighbouring buildings.
- 8.15. By virtue of above, the proposal does not result in any obtrusive light in the form of sky glow, glare or light intrusion nor any loss of privacy, loss of light or overbearing impacts to the neighbouring properties and therefore is considered to be in accordance with Policy DM10 and DM23 of the SADMP and the Good Design Guide.

Impact upon Highway Safety

- 8.16. Policy DM17 of the SADMP states that development proposals need to demonstrate that there is not a significant adverse impact upon highway safety, and that the residual cumulative impacts of development on the transport network are not severe.
- 8.17. The proposed lettering and LED-illuminated cross sign would be located on the front elevation and would be visible from Church Street. Given that the illumination of the cross sign is limited, the level of light emitted is not considered to cause any harm or distraction to drivers, the proposal therefore is not considered to have any adverse impact on highway safety.
- 8.18. Therefore, the proposal is not considered to have any adverse impact on highway safety, or pedestrian safety and the scheme is regarded as being in accordance with Policies DM17 of the SADMP, and the LHDG.

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
- Site Location Plan
received by the Local Planning Authority on 28.05.2025 and
- Sign details
received by the Local Planning Authority on 08.01.2026.

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.

