

Delegated Report

Planning Ref: 25/00624/ADV
Applicant: Coffee #1 Limited
Ward: Hinckley Castle



Hinckley & Bosworth
Borough Council

Site: Unit B6, No. 1 The Crescent, Hinckley

Proposal: 2 internally illuminated fascia signs and 1 externally illuminated projected sign

Case Officer: Gwion Russell (Planning Officer)

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 proposes 2 internally illuminated fascia signs and 1 externally illuminated projected sign at an A3 retail unit of 'Coffee #1' located at Unit B6, No. 1 The Crescent, Hinckley. The internally illuminated signs are proposed at the principal frontage and the rear façade of the A3 retail unit forming two pedestrian-facing retail fascias. The projecting externally illuminated sign is proposed at the side elevation within a walkway which links the nearby bus station to The Crescent shopping centre. The frontage sign is the largest of the three and is located above the main entryway to the unit, centrally to the principal frontage.
- 2.2. Both proposed fascia signs consists of 305mm high 'Coffee#1' text, fabricated from 10mm Opal 050 acrylic with reverse radius faces. The returns are made from 1.2mm stainless steel, finished in Satin Black Green (RAL 6012). The letters are backed with rebated 10mm Opal 303 acrylic and illuminated using warm white LEDs, providing both face and halo lighting. The signage will be mounted onto an existing aluminium fascia, which will be upgraded with a new folded aluminium tray finished in Dulux paint, reference 30GG 07/053.
- 2.3. The proposed projected signage comprises folded and welded 2.5mm aluminium panels finished in satin black-green (RAL 6012), featuring fret-cut text with 10mm opal acrylic push-through lettering and white aluminium overlays to create halo illumination. A 5mm clear carrier panel houses warm white LEDs for backlighting. The structure is supported by a welded mild steel inner frame and mounted via swing blocks to a steel arm and wall plate, all finished in satin black. External illumination is provided by stainless steel trough lights with opal acrylic diffusers, mounted on satin black steel arms.
- 2.4. The frontage sign is proposed to be approximately 5.5m in width and 0.83m in height. The rear sign is proposed to be approximately 3m in width and 0.83m in height. The approximate dimensions of the projected signage is 0.7m x 0.75m. The frontage sign is proposed to be at a height of 3m from the base of the unit, while the rear signage is proposed to be 4.08 from the base of the unit.
- 2.5. The proposed shopfront alterations will retain the existing structural elements across all designated sections. Specifically, the three elevations of the unit will maintain their current glazed shopfront panels along with the existing double entrance doors, which will maintain its continuity.

3. Description of the site and surrounding area

- 3.1. The application site is an end retail unit located within a mixed-use development in Hinckley Town Centre, which includes other retail and leisure facilities, like a Sainsbury's supermarket and CineWorld cinema complex. Developed in 2015, the Crescent provides a large open pedestrianised walkway which boasts good visibility from both ends of the street. The application site (Unit B6 - Coffee #1) is located at the northern boundary of the street adjacent to the neighbouring Lancaster Road and is a purpose-built retail unit. There is a small, sheltered walkway/alleyway that separates the application site from a smaller neighbouring utility unit to the north. The retail unit itself has various mullions that separate various glass panes, creating a modern existing shopfront with ample space for retail fascias above existing doorways/windows.
- 3.2. The site is not within a conservation area nor is it in immediate proximity to any listed building. The nearest buildings with listed status are the former library, council offices and constitutional club which are both designated Grade II and approximately 70m away from the application site. The site is within the settlement boundary of Hinckley.

4. Relevant planning history

None relevant

5. Publicity

- 5.1. The application has been publicised by sending out letters to nearby businesses.
- 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. No consultations have taken place.

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 Two internally illuminated signs are proposed to be positioned at both the front and rear of the retail unit. The rear signage faces the adjacent bus station and the Salvation Army Church, while the front signage overlooks The Crescent pedestrian walkway and nearby retail outlets, including the Taro Lounge bar and restaurant directly opposite. Considering the height of the fascia and signage at the upper-most section of both frontages, this is consistent with the levels of nearby retail unit signage and therefore will have a neutral impact on the character of the area.
- 8.6 The Good Design Guide states that hanging signs should be appropriately sized in relation to the building and street, use suitable materials, shapes, and forms, avoiding large box signs; display only essential information; be fixed using an appropriate and attractive method with the most suitable signage being supported by slender, well-designed brackets made from quality materials. The projecting sign is proposed within the alley-way/walkway to the side elevation of the unit. This is positioned so that it is seen by pedestrians walking along The Crescent and is not dissimilar to usual shop signage in the immediate area, for example Taro Lounge has a projecting sign of similar dimensions and positioning. It is therefore, regarded that the proposed signage follows the already established pattern of the street-scene.
- 8.7 The Good Design Guide states that halo illumination is an appropriate form of illumination for shopfronts, where a thin strip of lighting is placed behind each individual letter to create a soft glow akin to a halo. The three signs are proposed to be finished in a dark grey colour (Dulux 30GG 07/053) and with a warm white LED for face and halo illumination. As such, they are unlikely to cause a large degree of light intrusion and they respect the character of the building and street-scene.
- 8.8 All signage appears to be well-proportioned to the retail unit building, reflects the dominant building patterns and respects the existing architectural frame of the existing aluminium signage and unit.
- 8.9 The Good Design Guide states 'a well-designed shopfront employs the minimum number of visual elements required to effectively advertise the business while contributing to a clean, restrained, and visually appealing streetscape. The principle of "less is more" should be applied, avoiding unnecessary visual clutter. This includes limiting excessive signage, plastic foliage, and other decorative additions affixed to the shopfront. Additionally, efforts should be made to remove general

detritus such as exposed air-conditioning units, loose wiring, and prominent roller shutter boxes.' No stickers or notices are proposed on the retail frontage and therefore do not contribute to a potentially cluttered shopfront.

- 8.10 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

- 8.11 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.12 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.13 The nearest part of the proposed signage to the highway is approximately 5m away and features warm LED illumination on both the face and halo, designed to minimise light intrusion. This lighting design is reflected in the frontage signage too and the projecting sign is proposed with external trough lighting with opal acrylic diffusers.
- 8.14 The rear façade signage is in close proximity to the nearby bus station and bus-only highway, however it is unlikely that any aspect of the signage will cause light intrusion or glare, the design of which, is not dissimilar to nearby retail lighting.
- 8.15 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

- 8.16 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.
- 8.17 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.
- 8.18 There are no known equality implications arising directly from this development.

9. Conclusion

- 9.1 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

10. 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
- Proposed Elevations, Drg No. P04 Rev A
- Site Location Plan, Drg No P05
- Projecting Sign – 1 off (Drawn by DN)
- All received by the Local Planning Authority on 26th June, 2025.

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 or call 01455 238141.