

Delegated Report

Planning Ref: 25/00628/ADV

Applicant: Mr Chapman

Ward: Ambien



Hinckley & Bosworth
Borough Council

Site: MIRA Technology Park, Unit C14

Proposal: Non-illuminated individual 3D lettering and logo

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 non illuminated 3D lettering and logo at the left of the southern elevation of Unit C14 of Mira Technology Park. The proposed signage comprises a non-illuminated logo sign measuring 4500mm in width and 1073mm in height, featuring the branding 'WARWICK ACOUSTICS' with the main text at 363mm high and finished in black (RGB: 21 28 36). The logo will be fabricated in two sections from mill-finished aluminium with flat faces and 75mm deep perimeter returns, finished in gloss orange polyester powder coating (RGB: 233, 84, 13) and mounted on 10mm thick Foamex backplates. The accompanying lettering will be similarly constructed from mill-finished aluminium, finished in gloss black, and mounted on 10mm Foamex backplates. Installation will be carried out directly onto the background surface using a combination of toggle fixings and Tek screws.

3. Description of the site and surrounding area

- 3.1. The application site is an industrial unit, located within MIRA Technology Park to the north of the A5 highway. The site is an enterprise zone and major employment site, located within the countryside. The application unit sits to the north boundary of the site, away from the A5 and in the middle of three other adjoining units. It has a large car-parking facility immediately to the south that separates the unit from the smaller highway (Mira Drive).
- 3.2. MIRA Technology Park sits to the west of the village of Higham on the Hill and within the area of Lindley. Immediately to the north of the application site is an automotive/vehicular racing/testing facility.

4. Relevant planning history

- 4.1. None relevant

5. Publicity

- 5.1. No neighbours have been consulted.
- 5.2. A site notice was 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 DM19: Existing Employment Sites
- Policy DM20: Provision of Employment Sites
- Policy DM23: High Quality Shop Fronts and Advertisements

7.3. National Planning Policies and Guidance

- National Planning Policy Framework (NPPF) (2024)
- 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 proposed sign is designed to advertise the business 'WARWICK ACOUSTICS' - the sole signage is proposed to be approximately 4.5m in width and 1.1m in height, at 8.15m from the base of the unit, located at the left-most southwestern corner of the unit, on the south elevation. Whilst the sign is proposed to protrude 75mm from the principal frontage, the signage is seen to be an appropriate scale in relation to the front of the unit.

8.5 The application unit is located approximately 470m from the A5 highway and due to the presence of barriers and its location within privately-owned land, is unlikely to be visible from the busier A5 highway. The signage is proposed to be non-illuminated also and therefore will result in a minimal presence within the immediate area.

8.6 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

- 8.7 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.8 Given its location off the smaller Mira Drive (being separated by parking), the fact the proposed signage is appropriate in scale to the overall unit, and due to its location away from the A5 highway and on privately-owned land, the sign is unlikely to cause a detrimental impact on highway safety.
- 8.9 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

- 8.10 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.
- 8.11 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.
- 8.12 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 Site Location Plan, Drg No. 23744-0300
 - Proposed Site Plan, Drg No. 23744-0301
 - Proposed Signage, Pages 1 - 2
 - All received by the Local Planning Authority on 27th 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.