

Delegated Report

Planning Ref: 24/01154/ADV
Applicant: Horiba MIRA Ltd
Ward: Ambien



Hinckley & Bosworth
Borough Council

Site: Horiba Mira Ltd Mira Drive Lindley

Proposal: Illuminated entrance sign

1. Recommendations

1.1. Grant advertisement consent subject to:

- Planning conditions outlined at the end of this report

2. Planning application description

- 2.1. The application seeks advertisement consent for the installation of a single sided illuminated pylon entrance sign at Horiba Mira Ltd, Mira Drive, Lindley.
- 2.2. The proposed signage would measure 3.50 metres in height, 0.70 metres in width and 0.20 metres in depth. It would be situated to the site entrance to the north-east of Watling Street (A5) on a grass verge strip.
- 2.3. The static internally illuminated elements of the signage would be to the MIRATechPark lettering (approximately 350 cd/sq) and to the graduated orange sides (approximately 400 cd/sq).
- 2.4. The proposed signage would be constructed out of aluminium with polyester powder coating in satin back to the panels and acrylic to the white lettering and graduated orange sides.

3. Description of the site and surrounding area

- 3.1. The application site is located within the Motor Industry Research Association ('MIRA') land holding known as the 'HORIBA-MIRA Works and Proving Ground' and comprises test track facilities and a range of associated employment, research, and development land. It is situated to the north-east of Watling Street (A5), which is situated within the curtilage of the designated Mira Enterprise Zone and stands away from the settlement between the villages of Higham on the Hill and Fenny Drayton.
- 3.2. The Horiba Mira site covers almost 300 hectares of land.

4. Relevant planning history

- 4.1. There is significant history at the site from 1974 to present, however, none are pertinent to the outcome of this application.

5. Publicity

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

6. Consultation

6.1. Higham on the Hill Parish Council;

- No comments have been received.

LCC Highways;

“The proposals are within private land, away from the public highway. As such, there would appear to be no material impact on the public highway and as such the Local Highway Authority has no further comments to make in these site-specific circumstances.”

National Highways;

“It is considered that the proposed entrance sign is located at a safe distance from the SRN. The luminance limits for any illuminated area less than 10 sqm is 600cd/sqm and therefore the proposed illumination level of 400 cd/sqm is considered acceptable in this instance.

Overall, it is considered that the proposals would not cause safety concerns for the users of SRN, and we therefore do not raise any objections.”

7. Policy

7.1. Core Strategy (2009)

- Policy 12: Rural Villages

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) (2024)
- Planning Practice Guidance (PPG)

7.4. Other relevant guidance

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

8. Appraisal

8.1. Key Issues

- Design and impact upon the character of the area
- Impact upon highway safety

Design and impact upon the character of the area

8.2 Paragraph 141 of the National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

8.3 Policy DM10 of the SADMP requires new development to complement or enhance the character of the surrounding area with regards to scale, layout, density, mass, design, materials and architectural features.

- 8.4 Policy DM23 of the SADMP sets out the circumstances in which applications for outdoor advertisements will be approved by the Borough Council. The circumstances include the requirement for advertisements to reflect local character and materials, to be appropriately scaled and to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.5 The application seeks advertisement consent for the installation of a single sided illuminated pylon entrance sign at Horiba Mira Ltd, Mira Drive, Lindley.
- 8.6 The proposed signage would be situated to the site entrance to the north-east of Watling Street (A5) on a grass verge strip and would measure 3.50 metres in height, 0.70 metres in width and 0.20 metres in depth. It would be constructed out of aluminium with polyester powder coating in satin back to the panels and acrylic to the white lettering and graduated orange sides and would host static internally illuminated elements to the MIRATechPark lettering and to the graduated orange sides which would be between 350-400 cd/sq. The advertisement is situated within the countryside, however, it is not deemed to be harmful as it is situated on a development which hosts a predominant commercial nature and therefore the harm to the countryside is deemed to be minimal.
- 8.7 All advertisements, whether they require consent or not, are subject to the standard conditions in [Schedule 2 to the Regulations](#). In addition, the local planning authority when considering applications for express consent (such as this) has discretion to grant consent for a longer or shorter period than express consent lasts for (usually 5 years). Unless, the local planning authority has imposed a condition that an advertisement with express consent must be removed after the consent expires, it may normally continue to be displayed without submitting any further application (i.e. under Class 14 deemed consent) as Advertisements displayed after the expiry of express consent have deemed consent under Class 14 of Schedule 3 to the Regulations. The submitted application form requests a time period for the sign to be displayed up to 2035, beyond the usual 5 years. However, given the nature of the site, its operations and its relationship to wider public vantage points it is not considered unreasonable for the advert to be displayed beyond normal express consent. Given the provisions under Class 14 it is not necessary for the Council to condition a time period in this instance
- 8.8 It is considered that this would not constitute an over proliferation of advertisements and when considering the location of development and commercial nature of the site, it is not considered to cause detrimental impacts upon the character of the area. Therefore the proposal is considered to be in accordance with Policies DM10 and DM23 of the SADMP.

Impact upon highway safety

- 8.9 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.10 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.11 The size and position of the sign would not give rise to an unacceptable level of pedestrian or vehicular safety as it would be situated a safe distance from the adjacent public highway. The advertisement would be illuminated, however, only to a level of 400 cd/sqm which is considered acceptable given that the illuminated area for less than 10 sqm is 600cd/sq.
- 8.12 Both National Highway and LCC Highways have provided comments which support the proposal.

- 8.13 It is therefore considered that the proposed advertisement would not cause any material impacts upon pedestrian or vehicular safety in compliance with policies DM17 and DM23 of the SADMP.

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.

10. Conclusion

- 10.1. Overall the proposal is deemed acceptable within the context of the street scene and would preserve the character and appearance of the area. The signs would not cause any significant impacts upon pedestrian or vehicular safety. The proposed development is therefore deemed acceptable in accordance with Policies DM10, DM17 and 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. 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.

2. The advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows:
 - Application Form; and
 - Sign Design and Specification - Site Plan, Drg No. SG002 as received by the Local Planning Authority on 23rd December 2024.

Reason: To protect the visual amenity of the area to accord with Policies DM1, DM10 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

3. The illuminated advertisement hereby permitted shall only be statically illuminated and shall not have a degree of brightness exceeding 400 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

- 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.