

Delegated Report

Planning Ref: 24/00051/ADV
Applicant: GEOSYNTHETICS LIMITED
Ward: Burbage Sketchley & Stretton



Hinckley & Bosworth
Borough Council

Site: Unit 3, Hinckley Park, Avery Way, Burbage

Proposal: Installation of 4no. non illuminated signages

1. Recommendations

1.1. Grant advertisement consent subject to:

- Planning conditions outlined at the end of this report

2. Planning application description

2.1. This application is for 4 no. non illuminated signs at Unit 3, Hinckley Park.

3. Description of the site and surrounding area

3.1. The site is a large industrial site, Unit 3 is located to the North of Hinckley Park. The site is located to the South of the M69 and is not within close proximity to neighbouring residential dwellings.

4. Relevant planning history

None

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. Burbage Parish Council: No objections.
- 6.2. LCC Highways: No objections.
- 6.3. Environmental Health (Pollution): No objections.

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)
- 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 The proposal is for 4 no. non illuminated advertisements which will be located on the external walls of the large industrial unit. The development site is located in a larger industrial estate and as such 4 non illuminated advertisements of this proposed scale are unlikely to have any detrimental impacts upon the character of the area, given the prevalence of similar scale advertisements on the neighbouring industrial units.

8.4 As such it is considered that the proposal is in general accordance with Policy DM10 of the SADMP.

Impact upon highway safety

8.5 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.

8.6 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.

8.7 The site is a large industrial unit, located within a cluster of large industrial units. The advertisements are non-illuminated and it is considered that there would be no detrimental impact to highway safety caused by the proposed advertisements.

8.8 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

8.9 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.

8.10 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.

- 8.11 There are no known equality implications arising directly from this development.
- 8.12 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 or call 01455 238141.