

Delegated Report

Planning Ref: 25/00454/ADV

Applicant: Gustavsson

Ward: Newbold Verdon With Desford & Peckleton

Site: Griffen Park Peckleton Lane Desford



Hinckley & Bosworth
Borough Council

Proposal: 2 non-illuminated fascia signs and 1 non-illuminated monolith 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 two non-illuminated fascia signs and one non-illuminated monolith sign at Griffen Park, Peckleton Lane, Deford.
- 2.2. The proposed non-illuminated fascia signs would be situated to the site's frontage atop the door of the primary entrance and to the immediate north-east elevation, 5.01 metres from ground level. It would measure 5.89 x 0.96 x 0.10 metres and would be constructed from powder coated aluminium, individually fastened to the façade by screws.
- 2.3. The proposed double sided non-illuminated monolith sign would be situated to the south-east of the main building upon a grass verge, 6.86 metres from Peckleton Lane. It would measure 3.40 x 2.21 x 0.30 metres and would be constructed from powder coated aluminium with internal steel reinforcements. The logo is to be vinyl.

3. Description of the site and surrounding area

- 3.1. The application site is located to the south of Desford, outside the settlement boundary. The site forms part of an employment land allocation as designated within the Site Allocations and Development Management Policies DPD. The existing buildings on the employment site comprise large storage and distribution buildings and are occupied by Neovia Logistics, surrounding the application site, and Caterpillar, to the south. To the west of the site is agricultural land which is separated by a substantial landscape bund. To the west of the bund, running south to north and wrapping around the northern end of the site is a bridleway and footpath R119.

4. Relevant planning history

16/00553/FUL

- Replacement storage warehouse
- Permitted
- 14.09.2016

16/00820/FUL

- Storage and distribution warehouse building, unloading/loading bays, office unit, car parking, circulation, revised access, associated hard standing areas, landscaping, diversion of bridleway R119 and ancillary works.

- Awaiting Decision

17/01014/FUL

- Erection of two temporary aluminium A-frame storage structures
- Permitted
- 10.01.2018

18/00277/FUL

- Erection of a temporary aluminium A-frame storage structure to store automotive aftermarket parts/boxes
- Permitted
- 25.05.2018

18/00363/FUL

- Erection of four temporary aluminium A-frame storage structures
- Permitted
- 17.07.2018

20/01009/FUL

- Demolition of existing buildings and structures, erection of buildings for B2/B8 use with ancillary offices and welfare floorspace, gatehouse, service yards, parking and circulation routes, together with revised access from Peckleton Lane, associated hardstanding, landscaping, diversion of bridleway R119 and ancillary works
- Refused
- 31.03.21

20/01906/FUL

- Erection of a drive-thru (use Class E) including parking, access, landscaping and associated works
- Awaiting Decision

21/00619/FUL

- Demolition of existing buildings and structures, erection of buildings for B2/B8 use with ancillary offices and welfare floorspace, gatehouse, service yards, parking and circulation routes, together with revised access from Peckleton Lane, associated hardstanding, landscaping, diversion of bridleway R119 and ancillary works (resubmission of 20/01009/FUL)
- Permitted
- 02.08.2021

21/01402/DISCON

- Application to discharge conditions 6 (Employment and Training) 9 (Tree Protection) 14 (Construction Environmental Management Plan) 16 (Demolition Method Statement) 23 (Drainage) 24 (Surface Water Management during Construction) 26 (Archaeology) 27 (Badger Survey) 28 (GCN Survey) 41 (Construction Traffic Management Plan) 45 (Levels), attached to planning permission 21/00619/FUL
- Split Decision – Discharge of Conditions
- 15.04.2022

22/00114/NMA

- Non-Material Amendment to condition 10 of Planning Permission 21/00619/FUL
- Permitted
- 15.02.2022

22/00125/DISCON

- Application to discharge conditions 29 (Barn Owl Mitigation Scheme) and 30 (Biodiversity Management Plan) attached to planning permission 21/00619/FUL
- Discharged
- 13.05.2022

22/00182/DISCON

- Application to discharge conditions 10 (Landscaping Implementation Scheme), 37 (Right of Way Diversion Masterplans) 39 (Bridleway Boundary) and 46 (Bund) attached to planning permission attached to planning permission 21/00619/FUL
- Discharged
- 30.06.2022

22/00264/DISCON

- Application discharge Condition 33 (Peckleton Lane Access widening) relating to Planning Application 21/00619/FUL
- Discharged
- 14.06.2022

22/00262/NMA

- Non-material amendment to planning permission 21/00619/FUL to re-word condition 41 to allow a phased approach
- Permitted
- 29.03.2022

22/00599/NMA

- Non-Material Amendment to Planning Permission ref: 21/00619/FUL. Amendment to consist of changes to fenestration
- Permitted
- 18.08.2022

22/00682/DISCON

- Application to discharge conditions 7 (Access to Kirkby Road) and 40 (Bridleway Signage Scheme) and partially discharge Condition 31 (Electric Car Charging for Unit 1 and Unit 2 attached to planning permission 21/00619/FUL
- Split Decision
- 19.12.2022

22/00947/ADV

- Erection of one gantry sign, one gateway sign, two directional signs and 5 unit signs.
- Advertisement Consent
- 25.11.2022

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. Following the publication no comments have been received.

6. Consultation

- 6.1. Desford Parish Council:
 - No comments have been received.

7. Policy

- 7.1. Desford Neighbourhood Plan 2018-2036
 - Policy ENV 3: Biodiversity General
- 7.2. Core Strategy (2009)
 - Policy 7: Key Rural Centres
 - Policy 8: Key Rural Centres Relating to Leicester
- 7.3. Site Allocations and Development Management Policies DPD (2016)
 - Policy DM1: Presumption in Favour of Sustainable Development
 - Policy DM6: Enhancement of Biodiversity and Geological Interest
 - Policy DM10: Development and Design
 - Policy DM17: Highways and Transportation
 - Policy DM23: High Quality Shop Fronts and Advertisements
- 7.4. National Planning Policies and Guidance
 - National Planning Policy Framework (NPPF) (2024)
 - Planning Practice Guidance (PPG)
- 7.5. 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
 - Impact upon ecology

Design and impact upon the character of the area

- 8.2. 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.
- 8.3. 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.

- 8.4 The application seeks advertisement consent for the installation of two non-illuminated fascia signs and one non-illuminated monolith sign at Griffen Park, Peckleton Lane, Deford.
- 8.5 The proposed non-illuminated fascia signs would be situated to the site's frontage atop the door of the primary entrance and to the immediate north-east elevation, 5.01 metres from ground level. It would measure 5.89 x 0.96 x 0.10 metres and would be constructed from powder coated aluminium, individually fastened to the façade by screws. The proposed double sided non-illuminated monolith sign would be situated to the south-east of the main building upon a grass verge, 6.86 metres from Peckleton Lane. It would measure 3.40 x 2.21 x 0.30 metres and would be constructed from powder coated aluminium with internal steel reinforcements. The logo is to be vinyl. The advertisement would be situated within the countryside, however, are 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. Furthermore, replicating signage can be observed within the site.
- 8.6 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

- 8.7 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.8 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.9 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. Furthermore, the advertisement would not be illuminated.
- 8.10 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.

Impact upon ecology

- 8.11 Policy DM6 of the Site Allocations and Development Management Policies DPD states that proposals must demonstrate how they conserve and enhance features of nature conservation and geological value including proposals for their long-term future management.

Proposals which are likely to result in the loss or deterioration of an irreplaceable habitat would only be acceptable where:

- e) The need and benefits of the development in that location clearly
- f) It has been adequately demonstrated that the irreplaceable habitat
- g) Appropriate compensation measures are provided on site wherever possible and off site where this not is feasible.

If the harm cannot be prevented, adequately mitigated against or appropriate compensation measures provided, planning permission will be refused.

- 8.12 Policy ENV 3 of the Desford Neighbourhood Plan seeks to ensure that development proposals that cannot avoid, adequately mitigate, or, as a last resort compensate for, the loss of an irreplaceable habitat will not be supported.
- 8.13 The proposed double sided non-illuminated monolith sign would be situated between two trees planted under a planting scheme attached to application 21/00619/FUL. The proposal is not, however, considered to result in the loss or deterioration of an irreplaceable habitat complying with Policy DM6 of the Site Allocations and Development Management Policies DPD and Policy ENV 3 of the Desford Neighbourhood Plan.
- 8.14 Notwithstanding the above the applicants should ensure to read the relevant issued informatives whilst also ensuring full compliance with Condition 10 of 21/00619/FUL if any trees were to be damaged;

'10. Prior to the commencement of any phase of development (as shown on the Proposed Plot Demise Plot Drg No: 20011 PL07 C received 12 May 2021), a landscape implementation scheme for that plot shall be submitted to and approved in writing by the Local Planning Authority. The landscape implementation scheme will be in accordance with the general principles of the Landscape Masterplan, Drg No: 3565 101 I, 3565 102 H, 3565 103 H received 12 May 2021 and Planting Plans, Drg Nos: 3565 201 rev C, 3565 202 C, 3565 203 C, 3565 204 C, 3565 205 C, 3565 206 D, received 12 May 2021. The soft landscaping scheme shall be maintained for a period of five years from the date of planting. During this period any trees or shrubs which die or are damaged, removed, or seriously diseased shall be replaced by trees or shrubs of a similar size and species to those originally planted at which time shall be specified in writing by the Local Planning Authority.'

Reason: To ensure that the development has a satisfactory external appearance in accordance with Policies DM4 and DM10 of the Site Allocations and Development Management Policies Development Plan Document (2016).'

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 DM6, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies DPD, Policy ENV 3 of the Desford Neighbourhood Plan 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; and
 - Site Location Plan; and
 - Signage Plan, Drg No. 230414-Siteplan; and
 - Signage Plan, Drg No. 230414-Layout-1; and
 - Signage Plan, Drg No. 230414-Layout-2
- All as received by the Local Planning Authority on the 5th May 2025.

Reason: To protect the visual amenity of the area to accord with Policies DM6, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies DPD, Policy ENV 3 of the Desford Neighbourhood Plan and the wider policies of the NPPF.

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.
- b) Refer to NJUG Guidelines for the Planning, Installation and Maintenance of Utility Apparatus in Proximity to Trees.
- c) Before starting the work identify the protection zone with marker paint or pegs. This will ensure that the installation team know the precise area where special precautions are required to avoid or minimise damage.
- d) All excavations using hand tools need to be carried out with great care to avoid damage to as many roots as possible. There must be close supervision during hand-digging operations and the installation team should understand what is required. All tree roots over 25mm in diameter should ideally be worked round and retained. If, however, it is necessary to remove these roots, a request for advice should be sought via forestry@leics.gov.uk.