

Delegated Report

Planning Ref: 24/00889/ADV
Applicant: Mr Marcus Green
Ward: Markfield Stanton & Fieldhead



Hinckley & Bosworth
Borough Council

Site: Unit 3 Battleflat Lane Stanton Under Bardon

Proposal: Non illuminated totem sign to site entrance and three non-illuminated fascia signs

Free standing Totem Sign located near car park entrance.

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 singular non-illuminated totem sign, and three non-illuminated fascia signs.
- 2.2. The proposed singular non-illuminated totem sign would be situated to the site entrance, adjacent to the east elevation and would measure 1.73 metres in height, 1.00 metres in width and 0.16 metres in depth.
- 2.3. The proposed two non-illuminated fascia signs to the south and east elevation to the admin parapet, would be situated 8.20 metres from floor level and would measure 1.60 metres in height, 2.70 metres in width and 0.05 metres in depth.
- 2.4. The proposed singular non-illuminated fascia sign to the east elevation to the warehouse parapet, would be situated 10.74 metres from floor level and would measure 3.40 metres in height, 5.30 metres in width and 0.02 metres in depth.
- 2.5. The proposed signage would read “pal” with the exception of singular non-illuminated totem sign which would include directions for visitors, goods in and goods out. It would be made out of aluminium and the colours present would consist of a medium-dark shade of cyan blue, and white.

3. Description of the site and surrounding area

- 3.1. The application site relates to a commercial building, situated within a small industrial site, within open countryside. The industrial site hosts three individual units serving storage and distribution use (Class B8) General Industry (Class B2) and associated infrastructure.
- 3.2. The site is 1.77 hectares and is located to the north east of Bagworth, and west of Stanton Under Bardon. The site itself can, however be accessed to the north side of Victoria Road.
- 3.3. The north boundary of the application site is defined by a railway line that serves the quarry at Stanton under Bardon situated to the east of the application site; the railway line follows the curved northern edge of the site. To the north of the railway line the site is surrounded by industrial development known as Interlink Bardon Industrial Estate.

4. Relevant planning history

15/01318/OUT

- Outline application for storage and distribution uses (Class B8), general industry (Class B2) and associated infrastructure including the formation of a new access (accompanied by an Environmental Statement) (cross boundary application with North West Leicestershire District Council) (outline - access only)
- 08.05.2017
- Outline Planning Approval

17/00439/REM

- Approval of reserved matters (appearance, landscaping, layout and scale) of outline planning permission 15/01318/OUT for storage and distribution uses (Class B8), general industry (Class B2) and associated infrastructure including the formation of a new access, granted on 08/05/2017.
- 15.01.2018
- Approval of Reserved Matters

17/01186/REM

- Approval of reserved matters (appearance, landscaping, layout and scale) of outline planning permission 15/01318/OUT for storage and distribution uses (Class B8), general industry (Class B2) and associated infrastructure including the formation of a new access (Cross boundary application with North West Leicestershire District Council)
- 18.05.2018
- Planning Permission

18/00246/REM

- Erection of building for B2 and/or B8 employment and associated works (amended scheme to Plot 3) (Reserved Matters to Outline Planning Permission ref. 15/01318/OUT)
- 10.07.2018
- Approval of Reserved Matters

19/01061/DISCON

- Application to Discharge Condition 5 (Timetable for Landscaping and on going Maintenance and 11 (secure cycle and powered two wheeler parking) attached to Planning Permission 19/00338/FUL
- 25.10.2019
- Discharged

20/00029/CONDIT

- Variation of condition 15 of planning permission 15/01318/OUT to allow the retention and alterations to existing vehicular access (accompanied by an Environmental Statement) (cross boundary application with North West Leicestershire District Council) (outline - access only)
- 28.05.2020

- Refused

20/00156/REM

- Approval of reserved matters (appearance, landscaping, scale, layout and landscaping) of outline permission 15/01318/OUT for storage and distribution use (Class B8) General Industry (Class B2) and associated infrastructure
- 24.06.2020
- Approval of Reserved Matters

20/00263/ADV

- 5 non-illuminated totem signs
- 06.05.2020
- Advertisement Consent

20/00685/DISCON

- Application to Discharge Conditions 2 (Soft Landscaping), 4 (Materials), 5 (Hard Surfacing), 8 (Boundary Materials), 9 (Tree Protection) attached to planning permission 20/00156/REM
- 09.12.2020
- Discharged

20/00686/DISCON

- Application to Discharge Condition 24 (External Lighting) attached to planning permission 15/01318/OUT
- 08.10.2020
- Partial Discharge of Conditions

20/00913/DISCON

- Application to Discharge Condition 13 (Gatehouse Materials) attached to Planning Application 20/00156/REM
- 21.09.2020
- Discharged

21/00138/DISCON

- Application to re-discharge conditions 7 (Surface Water Drainage Scheme), 8 (Foul Drainage Scheme), and to discharge conditions 12 (Pedestrian Improvements), 16 (Method Statement works near Railway), 22 (additional equipment/structures - (sprinkler tanks) attached to planning permission 15/01318/OUT
- 28.04.2021
- Discharged

21/00145/NMA

- Non-Material Amendment to application 20/00156/REM to amend site layout to reroute footpath, minor elevation changes to the north west facing elevation and alterations to height of boundary mesh
- 11.03.2021

- Permit Non Material Amendments

21/00183/DISCON

- Application to discharge condition 12 (sprinkler and tank details) attached to planning permission 20/00156/REM
- 19.03.2021
- Discharged

21/00330/DISCON

- Application to discharge condition 13 (Timetable and Promotion of Sustainable Travel) attached to planning permission 15/01318/OUT
- 12.04.2021
- Partial Discharge of Conditions

21/00341/DISCON

- Application to discharge condition 14 (storage) attached to planning permission 20/00156/REM
- 12.04.2021
- Discharged

21/00520/DISCON

- Application to discharge condition 11 (cycle parking facilities) attached to planning permission 20/00156/REM
- 19.05.2021
- Discharged

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. Stanton Under Bardon Parish Council;
 - No comments have been received.

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) (2023)
- 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 singular non-illuminated totem sign, and three non-illuminated fascia signs at Unit 3, Battleflat Lane, Stanton Under Bardon.
- 8.6 The advertisements are not out of character with the area with a significant number of the neighbouring industrial units having similar signs within their site for the same purpose, and it is not considered uncommon for sites in industrial parks such as this to have similar signage. As such the advertisements are considered acceptable in terms of Policy 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 signs would not give rise to an unacceptable level of pedestrian or vehicular safety. The advertisements are not illuminated, also lessen the impact on highway safety.
- 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.

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. 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 224006-IMA-ST-00-DR-A-051006
 - Proposed Site Plan-REV-P01 224006-IMA-ST-00-DR-A-05100
 - Proposed Elevations-REV-P02 224006-IMA-WH-XX-DR-A-053005
- as received by the Local Planning Authority on 23rd September 2024.

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 Document.

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.