



Development Control Committee	Thursday, 27 February 2025	Matter for Information and Decision
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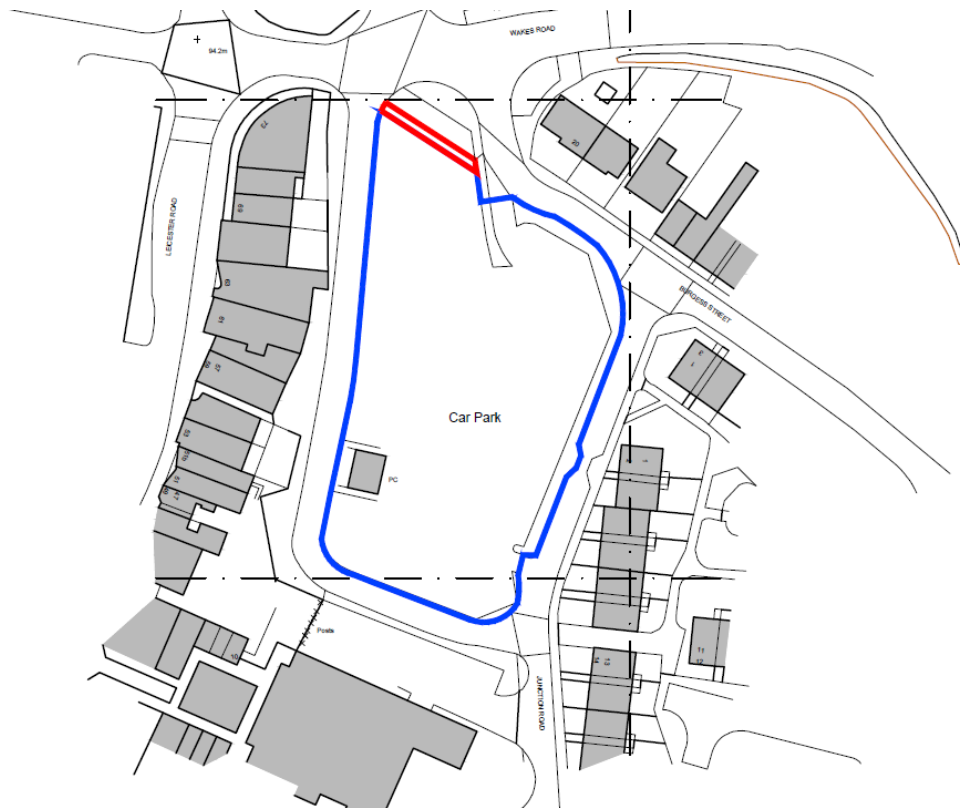
Report Title: **Installation of 3D steel lettering at Corner Of Wakes Road, Burgess Street And North Street, Wakes Road, Wigston- (Application No. 25/00018/ADV)**

Case Officer(s): **Thomas White (Senior Development Control Officer)**

Site Address:	Corner Of Wakes Road, Burgess Street And North Street, Wakes Road, Wigston, Leicestershire, LE18 1PD
Application Description:	Installation of non illuminated 3D steel lettering.
Purpose of Report:	To consider and determine the planning application accordingly.
Recommendation(s):	That the application be PERMITTED planning permission in accordance with the submitted documents and plans subject to the prescribed conditions and informatives.
Senior Leadership, Head of Service, Manager, Officer and Other Contact(s):	<p>Teresa Neal (Strategic Director) (0116) 288 8961 teresa.neal@oadby-wigston.gov.uk</p> <p>Adrian Thorpe (Head of the Built Environment) (0116) 0116 257 2645 adrian.thorpe@oadby-wigston.gov.uk</p> <p>Jamie Carr (Planning Policy & Development Manager) (0116) 257 2652 jamie.carr@oadby-wigston.gov.uk</p> <p>Thomas White (Senior Development Control Officer) (0116) 257 2750 thomas.white@oadby-wigston.gov.uk</p>
Consultees:	LCC Highways- The Applicant has provided revised plans that appear to demonstrate the signage is now within the Applicants own land. As such, there would appear to be no material impact on the public highway and therefore the Local Highway Authority has no comments to make in these site-specific circumstances.
Background Papers:	Search application reference no. 25/00018/ADV via Public Access to access all available documents (e.g. assessments, plans, forms etc.)
Appendices:	1. Case Officer's Presentation (Ref. No. 25/00018/ADV)

(Continues overleaf)

1. Site and Location



- 1.1 The site is a small area of hard standing located off Wakes Road / Burgess Street within Wigston town centre.
- 1.2 Application has been brought to planning committee due to the applicant being Oadby & Wigston Borough Council.

2. Description of Proposal

- 2.1 The application seeks advertisement consent for the installation of lettering spelling out the word "Wigston" to an area of hard standing adjacent to Wakes Road and Burgess Street.
- 2.2 The letterings in total would measure approximately 9.4 metres in width by approximately 1.2 - 1.5 metres in height. The proposal would be powder coated in dark green for the front and rear elevations and then lighter green for the top of the letterings. The proposal would be constructed from carbon steel.

3. Relevant Planning History

- 3.1 25/00017/FUL- Installation of 3D steel lettering- Pending consideration

4. Neighbour and Resident Responses

- 4.1 A site notice was posted adjacent to the site on the 28th of January 2025 for a period of 21 days to which there had been no responses received as of writing up this report. However, as the consultation period expires on the 18th of February 2025, any responses received will be outlined during the committee.

4.2 National

National Planning Policy Framework

OWBC Local Plan

Policy 6 – High Quality Design and Materials

Policy 44 – Landscape and Character

SPG/SPD/Other

Landscape Character Assessment (2018)

Leicestershire Highways Design Guide (2018)

5. Planning Considerations

5.1 Impact of the Proposal on the Street Scene and Local Surroundings

- 5.2 Paragraphs 8 and 12 of the NPPF require development to be well-designed and promote safe, healthy and inclusive environments. Policy 6 of the OWBC Local Plan, in conjunction with the OWBC Residential Development SPD 2019, reflects the NPPF in requiring new development to be high quality and of inclusive design reflecting local character and distinctiveness in having a relationship with its surroundings in terms of massing, height, balance, use of materials, roof shape and architectural detailing to form the basis for balanced, safe, healthy and integrated communities.
- 5.3 Policy 44 of the Local Plan states that all development proposals within the Borough will be considered against the need to conserve and enhance the distinctive landscapes in the Borough. The Council will seek to ensure that all development proposals reflect the prevailing quality, character and features such as settlement patterns, important views, open spaces and significant natural habitats.
- 5.4 Due to the orientation of the lettering, the proposal would front onto Wakes Road thus would be predominantly viewed from Wakes Road. The proposal would be sited directly north of a council owned car park, adjacent to the main thoroughfare of Wigston town centre. Following this, the character of the area is a mixed form of commercial shops, eateries, takeaways and units with some residential flats directly above. There are also residential properties along Burgess Street with a large car park.
- 5.5 Whilst the proposal would be introducing freestanding lettering adjacent to a car park facing onto Wakes Road which is a main thoroughfare and connects to Leicester Road which goes through Wigston Town Centre. As such, due to the mixed nature of the street scene, along with the proposed site exhibiting a large concrete pavement adjacent to a large car park it is considered that the lettering would break up this visual feature, can provide a feature of interest on the street theme enhancing the visual amenity of the area. The use of dark green colour for the proposed front and rear elevation is also considered to positively contribute to the visual amenity of the area.
- 5.6 Whilst this enhancement is considered to be de minimus in nature, it's still considered to be an enhancement nonetheless and as such is considered to be in accordance with policies 6 and 44 of the Local Plan, along with the overarching aims of the NPPF.
- ### 5.7 Impact of the Proposal on Neighbouring Properties
- 5.8 Policy 6 of the OWBC Local Plan, in conjunction with the OWBC Residential Development SPD 2019, seeks to protect quality of life by ensuring new development does not result in an unacceptable impact on local amenity in terms of air quality, noise, vibration, smell, light or other pollution, loss of light, overlooking or visual intrusion.

- 5.9 The nearest neighbouring properties are nos 18-22 Burgess Street to the northeast of the proposal, along with nos 67a, 69a, 71a & 73 Leicester Road to the west of the proposal.
- 5.10 Due to the de minimus nature of the proposal, along with the appropriate siting and separation distance of approximately 15 metres, it is considered that the proposal would not harm the nearest neighbouring residential properties.
- 5.11 In addition to this above, the proposal would be non-illuminated in nature and as such, wouldn't harm the neighbouring amenities in regards to brightness.
- 5.12 As such, it is considered that the proposal would not cause harm to the nearby adjoining neighbouring and is considered to be in accordance with Policy 6 of the OWBC Local Plan and the OWBC Residential Development SPD 2019.
- 5.13 Impact of the Proposal on the Local Highway
- 5.14 Policy 34 of the OWBC Local Plan states that proposals will have to accord with the standards set out in the Leicestershire Highways Design Guide.
- 5.15 Leicestershire County highways department have stipulated that the proposal would not impact the highway network and are content that the proposal is not located within their land.
- 5.16 In addition to this, the proposal is non illuminated in nature and as such, would not blind drivers using the highway respectively.
- 5.17 As such, it is considered the proposal would not impact the highway network and would be in accordance with Policy 34 of the OWBC Local Plan.

6. Conclusion

- 6.1 In conclusion, due to the appropriate design, de minimis nature and non illumination of the proposal it is considered that the application would be in accordance with policies 6, 34 and 44 of the Oadby and Wigston Borough Council Local Plan.

7. Recommendation, Proposed Conditions and Informatives

- 7.1 It is recommended that the application is **PERMITTED** subject to the suitable conditions set out below.

Recommended Conditions

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. 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.

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. No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To comply with the requirements of Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. 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.

Reason: To comply with the requirements of Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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.

Reason: To comply with the requirements of Schedule 2 Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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.

7. The advertisement hereby permitted shall not be illuminated

Reason: In the interests of visual and neighbouring amenity, to safeguard the character and appearance of the area and so that drivers of vehicles on the highway are not dazzled or distracted in accordance with the aims and objectives of the National Planning Policy Framework, Policies 6, 34 & 44 of the Oadby and Wigston Local Plan.

8. Unless otherwise first approved in writing (by means of a Non-material Amendment/Minor Material Amendment or a new Planning Permission) by the Local Planning Authority the development hereby permitted shall be carried out in accordance with the approved plans and particulars listed in the schedule below:

Proposed Signage, Dwg. No. 4827-110 Rev A
Received by the Local Planning Authority on the 13 January 2025

Site Location Plan, Dwg. No. 4827-100 Rev A
Proposed Block Plan, Dwg. No. 4827-111 Rev A
Received by the Local Planning Authority on the 23 January 2025

Reason: For the avoidance of doubt as to what is permitted by this permission and in the interests of proper planning.

9. The external materials used in the advertisement shall match those as shown on the approved plan "Proposed Signage, Dwg. No. 4827-110 Rev A" received by the Local Planning Authority on the 13 January 2025 unless otherwise first agreed in writing with the Local Planning Authority.

Reason: To safeguard the character and appearance of the building and its surroundings and in accordance with the aims and objectives of the National Planning Policy Framework, Policies 6 and 44 of the Oadby and Wigston Local Plan.

Note(s) to Applicant :

1 Appeals to the Secretary of State

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.