

Date: 8<sup>th</sup> July 2024  
Your Ref: PP-13175721  
Our Ref: 15137b

**DWD**

69 Carter Lane  
London  
EC4V 5EQ

Mr Joe Fleetwood,  
Hinckley & Bosworth Borough Council  
Hinckley Hub  
Rugby Road  
Hinckley  
LE10 0FR

Dear Mr Fleetwood,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007**

**APPLICATION FOR ADVERTISEMENT CONSENT AT INTERLINK WAY SOUTH, BARDON HILL, COALVILLE  
LE67 1PE**

DWD is instructed by our client to submit an application for advertisement consent at the above site for the following signage:

*“The installation of 32 x non-illuminated signs across the site”*

The application has been submitted via the Planning Portal and comprises this cover letter and the following documents:

- Application Form;
- Location Plan (Drawing ref: 7371-SMR-13-ZZ-DR-A-2001-S3 Rev P6);
- Proposed Operation Signage (Drawing ref: 7371-SMR-13-ZZ-DR-A-2025-S3 Rev P4); and
- Signage Pro Forma.

Payment for this application to cover the requisite planning fee of £165.00 and Planning Portal administrative fee of £70.00 has been made online on the date of this letter.

The application follows planning permission granted on 16<sup>th</sup> March 2021 (ref: 20/01050/FUL) for *“Development of the site for storage of operational vehicles, including alterations to warehouse, access and parking, installation of lighting columns, fencing, hardstanding, bicycle storage and smoking shelters, landscaping, EV charging, and associated development”*.

Following this, in May 2024, a non-material application has been approved by the council on 13<sup>th</sup> June 2024 under reference 24/00455/NMA.

Finally, an application to replace the existing sprinkler tanks and pumphouse is currently being assessed by the Council under reference: 24/00507/FUL. Please note that this will have no impact on the proposed signage application.

### **Proposed Development**

The application seeks advertisement consent for a series of directional signs. These are summarised below:

- 12 x 10MSB (LOW);
- 3 x 10MSB(HIGH);
- 1 x CHEV(L);
- 2 x DREST(U);
- 2 x VSDIR(LOW);
- 1 x VSDIR(HIGH);
- 1 x VSWF; and
- 10 x ZEBRA

For details on the specification of the sign as well as the location, please refer to the Proposed Operation Signage plan (Drawing ref: 7371-SMR-13-ZZ-DR-A-2025-S3 Rev P4) and the accompanying Signage Proforma. For the avoidance of doubt, please note that none of the signs are proposed to be illuminated.

### **Planning Assessment**

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors. Part 2(a)(b) of Regulation 3 sets out these factors which include the characteristics of the locality, such as historic interest, and impact on public safety comprising the safety of persons using any highway and whether the display of the advertisement is likely to obscure the interpretation of a sign or hinder any device used for security and surveillance purposes.

The purpose of the proposed signs is intended to improve navigability within the application site and to make clear that there are specific accesses for different types of vehicles. As set out within the application paperwork, none of the signs are proposed to be illuminated. The signage is considered to be suitable given the site's context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

In relation to paragraph 141 of the NPFF (December 2023), the proposed advertisement(s) will not be detrimental to amenity of public safety, taking account of cumulative impacts, and should therefore not be subject to control.

In addition, it is considered that the signage complies with the Local Planning Authority's design criteria set out within the Site Allocations and Development Management Policies DPD (2016) and Policy DM10 (Development and Design). The signage has been sympathetically designed to respect the site's context and its relationship to adjoining buildings and the surrounding area. There are various existing employment uses within the immediate surroundings and each property has its own signage. The proposed signs are considered to have a negligible impact on the character of the local area.

We trust the application contains sufficient information to allow validation and we look forward to receiving confirmation of this in due course. If you have any queries regarding the application, please contact myself ([serena.page@dwd-ltd.co.uk](mailto:serena.page@dwd-ltd.co.uk)) or Georgina Smith ([georgina.smith@dwd-ltd.co.uk](mailto:georgina.smith@dwd-ltd.co.uk)).

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Serena Page', written over a faint horizontal line.

**Serena Page**

**Director**

**DWD**

serena.page@dwd-ltd.co.uk

020 7332 2118