

Delegated Report

Planning Ref: 25/00550/ADV

Applicant: Persimmon Homes North Midlands

Ward: Newbold Verdon With Desford & Peckleton



Hinckley & Bosworth
Borough Council

Site: Land East of The Windmill Inn, Brascote Lane, Newbold Verdon

Proposal: Non illuminated free standing post mounted sign and 6 sales flags

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 proposes 2 non-illuminated residential development advertising boards with 6 accompanying flags. The sign details the development name, details of the development, and relevant contact details. The site comprises of two advertisement boards with its base 1.5 metres (approx.) in height from ground level. The dimensions of the proposed board are 5.2 metres in height, 2 metres in width. The maximum height of letters and symbols are 16 cm.

2.2. The proposed flags are approximately 4.25 metres in height.

3. Description of the site and surrounding area

3.1. The application site is located at the entrance of an approved site for development of 239 dwellings at Brascote Lane, Newbold Verdon.

4. Relevant planning history

24/00854/REM

- Application for Reserved Matters (site layout, scale, appearance, and landscaping) of outline planning application 22/00277/OUT for 239 dwellings with associated internal road layout, car parking, drainage and landscaping
- Approval of Reserved Matters
- 19.03.2025

5. Publicity

5.1. A site notice was also posted within the vicinity of the site. There are no adjoining neighbours to the site.

6. Consultation

6.1. Local Highway Authority – No objection (standing advice).

7. Policy

7.1. Core Strategy (2009)

- None relevant

7.2. Site Allocations and Development Management Policies DPD (2016)

- Policy DM1: Presumption in Favour of Sustainable Development
- 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) (2024)
- Planning Practice Guidance (PPG)

7.4. Other relevant guidance

- Good Design Guide (2020)
- National Design Guide (2019)

8. **Appraisal**

8.1. Key Issues

- Assessment against strategic planning policies
- Impact upon visual amenity
- Impact upon public safety

Assessment against strategic planning policies

- 8.2 Paragraph 141 of the National Planning Policy Framework (NPPF) states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The content and wording of advertisements cannot be taken into account. Policy DM23 of the SADMP sets out the criteria under which outdoor advertisements which require consent will be approved by the Borough Council.

Impact upon visual amenity

- 8.3 Policy DM23 of the Site Allocations and Development Management Policies DPD sets out the circumstances in which applications for outdoor advertisements will be approved by the Borough Council.
- 8.4 The site is currently under construction, and the signage will therefore appear appropriate in this context. The signs and flags are informative and for the purposes of the new development taking place. They will inform delivery drivers of the location as well as inform interested parties/prospective purchasers of the dwellings. The siting of the advert will be temporary whilst the development is under construction and is conditioned accordingly.
- 8.5 The proposed signage is considered to be appropriate and proportionate to the residential development site which it is advertising. As a result, the proposed signs would not have any undue impact on visual amenity in accordance with Policy DM23 of the SADMP.

Impact upon highway safety

- 8.6 Policy DM17 of the SADMP sets out that development proposals should not have a significant adverse impact upon highway safety.
- 8.7 The signs are not illuminated and are not considered to be excessively large enough to risk distracting motorists on Brascote Lane. In general terms its location and association with the associated development the signage is acceptable, and the highway authority raise no objection. As a result, there would be no adverse

impact on highway or pedestrian safety in accordance with Policy 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.

9.4 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).

10. Conclusion

10.1. Overall, the proposal is considered acceptable in terms of the visual impact on the wider area. The advertisements are also considered not to be detrimental to public safety including highway hazard and the recommendation is therefore for approval.

11. Recommendation

11.1 **Grant advertisement** subject to:

1. Planning conditions outlined at the end of this report

11.2 Conditions and Reasons

1. 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.

2. 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 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:

Site Location Drawing ref. NV-ADV-002 – Rev AA
 Advertisement Plan Drawing Rev B (6 flags) – received 22.07.25
 Advertising Flag Photo Example – received 14.08.25

Reason: To ensure a satisfactory appearance and impact of the development to accord with Policies DM1 and DM23 of the adopted Site Allocations and Development Management Policies DPD.

11.3 Notes to applicant

1. Any signs that have to overhang the highway (e.g. projecting signs on buildings at the back of footways) should not obstruct the normal use of the highway and any sign overhanging a footway or verge must be positioned so as to allow for the impeded passage of pedestrians beneath the sign (normally 2.3m clearance).