

**From:** public.access@hinckley-bosworth.gov.uk <public.access@hinckley-bosworth.gov.uk>  
**Sent:** 04 September 2026 13:50:42 UTC+01:00  
**To:** "PF - Planning" <planningapplications@hinckley-bosworth.gov.uk>  
**Subject:** Consultee Comments for Planning Application 26/00772/ADV

## Consultee comments

Dear Sir/Madam,

A consultee has commented on a Planning Application. A summary of the comments is provided below.

Comments were submitted at 04/09/2026 1:50 PM from Mr Giles Rawdon (giles.rawdon@hinckley-bosworth.gov.uk) on behalf of HBBC ES Pollution 2.

### Application Summary

|               |                                                                                                                                                                                                                                           |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reference:    | 26/00772/ADV                                                                                                                                                                                                                              |
| Address:      | Startin Tractors 2 Ashby Road Twycross Atherstone<br>Leicestershire CV9 3PW                                                                                                                                                               |
| Proposal:     | Internally illuminated fascia box 'Startin' logo, Internally illuminated built up 'Startin Tractors' face mounted letters, 7 x Internally illuminated lightbox with changeable branding and 3 x 5m branded flags mounted on 10m flagpoles |
| Case Officer: | Gwion Russell                                                                                                                                                                                                                             |

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### Comments Details

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|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Comments: | <p>Table 10.4 of the Institution of Lighting Professionals- Professional Lighting Guidance (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' sets out maximum luminance levels for illuminated signs.</p> <p>The application states that the signs are 300cd/m2 which exceeds the recommended levels for a sign in an environmental zone E2 (200 cd/m2). An Environmental Zone E2 corresponds to "sparsely inhabited rural areas, village or relatively dark outer suburban locations".</p> <p>I recommend that the applicant reduces the luminance to a maximum of 200 cd/m2 for use during the hours of darkness. Note 1 to the above table states that "The values in Table 10.4 apply to</p> |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

pre-curfew. The post-curfew levels shall generally be the display being off, unless [in zones E2 to E4 inclusive] the installation is still required to be operational, in which case the performance level shall be 50% of the pre-curfew level.

This may be controlled by condition:

In the hours of darkness the advertisement display luminance shall be no greater than the recommended maximum night time luminance value set out in Table 10.4 within the Institution of Lighting Professionals- Professional Lighting Guidance (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2 for an environmental zone E2.

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Kind regards

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