

Delegated Report

Planning Ref: 25/00238/ADV

Applicant: Mr Steve Green

Ward: Hinckley Trinity



Hinckley & Bosworth
Borough Council

Site: Roundabout Greenfinch Road And Normandy Way Hinckley

Proposal: Three non-illuminated freestanding signs

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 three non-illuminated freestanding signs on the roundabout located between Greenfinch Road and Normandy Way, Hinckley.
- 2.2. The advertisements would promote N&G Windows and Conservatories and would have a blue and white colouring (with the exemption of the Leicestershire County Council element which would be green and white). They would measure 0.60 metre x 1.20 metre x 0.076 metre and would be elevated 0.35 metres from ground level to the base of the advertisement.

3. Description of the site and surrounding area

- 2.3. The application site relates to a roundabout situated between Greenfinch Road and Normandy Way, Hinckley. The roundabout was constructed as part of the Bloors Homes development which is situated to west of the roundabout (15/00188/OUT).

4. Relevant planning history

- 4.1. There is significant history at the site from 2015 to present, however, none are pertinent to the outcome of this application.

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. LCC Highways:

"Background"

The Local Highway Authority (LHA) has been consulted on this advertising consent application for the installation of three non-illuminated freestanding signs within the roundabout at Greenfinch Road / Normandy Way, Hinckley. The submitted application form states that the proposals relate to the established Sponsor a

Roundabout scheme. The LHA therefore have no further comments to make on the proposals.

Informative

All proposed sign installations shall be designed in accordance with Leicestershire County Council's latest design guidance, as Local Highway Authority. For further information please refer to the Leicestershire Highway Design Guide which is available at <https://www.leicestershirehighwaydesignguide.uk> If you would like more information regarding the scheme, please see <https://www.keeganford.co.uk/sponsorship/leicestershire>"

7. Policy

7.1. Core Strategy (2009)

- Policy 1: Development in Hinckley

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) (2024)
- 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 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.

8.3 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.

8.4 The application seeks advertisement consent for the installation of three non-illuminated freestanding signs on the roundabout located between Greenfinch Road and Normandy Way, Hinckley.

8.5 The advertisements proposed are located on the aforementioned roundabout and are proposed to credit the environmental enhancement of the roundabout which

was made possible through the financial investment of the sponsor concerned with these advertisements. Three advertisements are proposed under this application which would measure 0.60 metre x 1.20 metre x 0.076 metre and would be elevated 0.35 metres from ground level to the base of the advertisement. They would be non-illuminated.

- 8.6 Given the nature of the location of the advertisements, and when considering the size and lack of luminance, it is considered that the proposed adverts would not detrimentally impact the character of the area and as such the proposal is considered to be in accordance with Policies 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 proposal, submitted by LCC Highway Operation Control is not considered to cause any detrimental impacts to highway safety, given their size and lack of luminance.
- 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 character and appearance of the area. The advertisements would not cause any significant impacts upon pedestrian or vehicular safety. The proposed development is therefore deemed acceptable in accordance with Policies DM10, DM17, DM23 of the SADMP and the wider policies of the NPPF

11. Recommendation

1.2. Grant advertisement consent subject to:

- Planning conditions outlined at the end of this report

11.1 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:-
 - (ii) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)
 - (iii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air
 - (iv) 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; and
- Site Location Plan; and
- Site Plan; and
- Elevation Plan; and
- Specification Sheet

All as received by the Local Planning Authority on the 10th March 2025.

Reason: To protect the visual amenity of the area to accord with Policies DM1, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

11.2 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.
- b) All proposed sign installations shall be designed in accordance with Leicestershire County Council's latest design guidance, as Local Highway Authority. For further information please refer to the Leicestershire Highway Design Guide which is available at <https://www.leicestershirehighwaydesignguide.uk> If you would like more information regarding the scheme, please see <https://www.keeganford.co.uk/sponsorship/leicestershire/>