

Delegated Report

Planning Ref: 25/00239/ADV

Applicant: Mr Steve Green

Ward: Markfield Stanton & Fieldhead



Hinckley & Bosworth
Borough Council

**Site: Roundabout At M1 Junction 22 At The Junction Of M1 Slip
Roads A50 Little Shaw Lane And Cliffe Lane Markfield Leicestershire**

Proposal: Five non-illuminated free standing 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 five non-illuminated freestanding signs on the roundabout located within the roundabout at Little Shaw Lane (A511) / Cliffe Lane / A50 / M1 Junction 22, Markfield.
- 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

- 3.1. The application site relates to a roundabout situated at Little Shaw Lane (A511) / Cliffe Lane / A50 / M1 Junction 22, Markfield. It is situated outside of the settlement boundary of Markfield and within the constraints of the National Forest and Charnwood Forest.
- 3.2. The site hosts a vast amount of vegetation and is a known designated local wildlife site.

4. Relevant planning history

- None.

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 five non-illuminated freestanding signs within the roundabout at Little Shaw Lane (A511) / Cliffe Lane / A50 / M1 Junction 22, Markfield.

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.

However, the LHA are aware of highway trees located within the application site. The Leicestershire Highways Design Guide gives details on how the Councils natural assets should be protected from development within the highway which can be found at <https://www.leicestershirehighwaydesignguide.uk/highway-layouts-and-design/protecting-naturalassets>. Signs should be carefully sited outside the canopy of existing trees to avoid damage during installation and to avoid the need for regular pruning to maintain visibility/clearance.

Any signs which are proposed to be close to existing trees should be installed using hand-digging methods to ensure that all roots with a diameter of more than 25mm are retained.

The recommendations contained in National Joint Utilities Group's (NJUG) Volume 4: Street Works UK Guidelines for the Planning, Installation and Maintenance of Utility Apparatus in Proximity to Trees should be adhered to at all times to minimise impact.

In all such cases, please adopt the following specific measures to minimise the effects of the works:

- Refer to NJUG Guidelines for the Planning, Installation and Maintenance of Utility Apparatus in Proximity to Trees.*
- Before starting the work identify the protection zone with marker paint or pegs. This will ensure that the installation team know the precise area where special precautions are required to avoid or minimise damage.*
- All excavations using hand tools need to be carried out with great care to avoid damage to as many roots as possible. There must be close supervision during hand-digging operations and the installation team should understand what is required. All tree roots over 25mm in diameter should ideally be worked round and retained. If, however, it is necessary to remove these roots, a request for advice should be sought via forestry@leics.gov.uk.*

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/>

6.2. National Highways;

"It is considered that the proposed advertisement boards would not have any impact on the safety of the users of the SRN. Furthermore, as the island is located away from the SRN and does not form part of the operational land under the ownership of

National Highways, we do not have any concerns regarding the use of the land for advertisement purposes.

In view of the above, we do not raise any objections against the proposals.”

6.3. Markfield Parish Council:

- No comments have been received.

7. Policy

7.1. Markfield Neighbourhood Plan 2020-2039

- Policy M1: Countryside
- Policy M3: Green Infrastructure
- Policy M4: Ecology and Biodiversity
- Policy M5: Trees
- Policy M10: Design

7.2. Core Strategy (2009)

- Policy 8: Key Rural Centres Relating to Leicester
- Policy 21: National Forest

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

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM6: Enhancement of Biodiversity and Geological Interest
- Policy DM10: Development and Design
- Policy DM17: Highways and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

7.4. National Planning Policies and Guidance

- National Planning Policy Framework (NPPF) (2024)
- Planning Practice Guidance (PPG)

7.5. 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
- Impact upon ecology

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 Policy M1 of the Markfield Neighbourhood Plan seeks to ensure that the countryside is protected for the sake of its intrinsic character, beauty, heritage and wildlife, the wealth of its natural resources and to ensure it may be enjoyed by all. Development will be supported where it is otherwise in accordance with national policies; or strategic planning policies or allocations; or with the other policies of the Neighbourhood Plan.
- 8.5 Policy M3 of the Markfield Neighbourhood Plan seeks to ensure that development proposals must demonstrate how they avoid significant harm to key features of the Green Infrastructure network identified on Map 4 and the Policies Maps. Where harm is demonstrated to be unavoidable proposals must mitigate and compensate for that harm.
- 8.6 Policy M5 of the Markfield Neighbourhood Plan seeks to ensure that development proposals that will result in the unavoidable loss of trees or hedgerows must include replacement planting of native species in locations where they would have the opportunity to grow to maturity, increase canopy cover and contribute to the local ecosystem and the appearance of the area.
- 8.7 Policy M10 of the Markfield Neighbourhood Plan seeks to ensure that development is sympathetic to local character and history, unless the development is of exceptional quality or innovative design.
- 8.8 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.
- 8.9 It is observed that a vast amount of vegetation is present on the site. The proposed scheme of advertisements would, however, be situated outside the area of vegetation.
- 8.10 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

- 8.11 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.12 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light
- 8.13 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.
- 8.14 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.

Impact upon ecology

- 8.15 Policy DM6 of the Site Allocations and Development Management Policies DPD states that proposals must demonstrate how they conserve and enhance features of nature conservation and geological value including proposals for their long-term future management.

Proposals which are likely to result in the loss or deterioration of an irreplaceable habitat would only be acceptable where:

- e) The need and benefits of the development in that location clearly
- f) It has been adequately demonstrated that the irreplaceable habitat
- g) Appropriate compensation measures are provided on site wherever possible and off site where this not is feasible.

If the harm cannot be prevented, adequately mitigated against or appropriate compensation measures provided, planning permission will be refused.

- 8.16 Policy M4 of the Markfield Neighbourhood Plan seeks to ensure that the development proposals that cannot avoid harm to the biodiversity, or the geological significance of the following sites must include adequate mitigation, or as a last resort compensate for that harm.
- 8.17 The site is a known designated local wildlife site, notwithstanding this, as the proposed scheme of advertisements would be situated on the grassed area surrounding the roundabouts main area of vegetation the proposal would not result in the loss or deterioration of an irreplaceable habitat complying with Policy DM6 of the Site Allocations and Development Management Policies DPD and Policy M4 of the Markfield Neighbourhood Plan.

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 DM1, DM6, DM10, DM17, DM23 of the SADMP and the wider policies of the NPPF

11. Recommendation

11.1 Grant advertisement consent subject to:

- Planning conditions outlined at the end of this report.

11.2 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:-
 - (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.

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
- LCC Modular Mock up; 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, DM6, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

11.3 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/>
- c) The recommendations contained in National Joint Utilities Group's (NJUG) Volume 4: Street Works UK Guidelines for the Planning, Installation and Maintenance of Utility Apparatus in Proximity to Trees should be adhered to at all times to minimise impact.

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