

Delegated Report

Planning Reference 26/00437/ADV
Applicant(s) Dr Asim Parwaiz
Ward Ratby, Bagworth and Thornton



Hinckley & Bosworth
Borough Council

Application Site Ratby Medical Centre, 1A
Desford Lane, Ratby

Proposal Erection of a non-illuminated totem sign

Case Officer Gwion Russell (Planning Officer)

1. Recommendations

- 1.1. **Grant planning permission** subject to planning conditions detailed at the end of this Report.

2. Planning Application Description

- 2.1. This application seeks advertisement consent for the proposed installation of a double-sided, V-shaped non-illuminated totem sign. The totem would display three business panels across its two faces, advertising its associated businesses.
- 2.2. The sign would comprise aluminium tray panels mounted on two aluminium square-section posts, finished in grey. The structure would have an overall height of approximately 3.5m, with each face measuring approximately 1.5m in width and 3m in height. It would be sited approximately 5.5m away from the highway boundary, adjacent to the bank of grass and beyond a low timber fence.
- 2.3. The sign would display business identification panels for 'Ratby Medical Centre', 'EverySmile Dental Clinic' and 'Masons Chemists'. The two display faces would be arranged in a V-shaped configuration, orientated to provide visibility for approaching traffic from both directions along the site access road.

3. Description of the Site and the Surrounding Area

- 2.4. The application site comprises a semi-rural location serving Ratby Medical Centre, adjacent to the town's feeder road, Desford Lane. The medical centre comprises a modern, predominantly two-storey red brick building with

associated parking and servicing areas. An area of landscaped open space is located to the front and side of the building, bounded by low timber fencing.

- 2.5. The surrounding area is characterised by a mix of community facilities, residential dwellings and open countryside. It is not located within a Conservation area.

4. Relevant Planning History

23/01227/ADV

- Three illuminated signs (Part Retrospective)
- Advertisement consent
- 19.02.2024

5. Publicity

- 5.1. The application has been publicised by sending out letters to local residents. A site notice was also posted within the surrounding area.

- 5.2. No responses have been received.

6. Consultation

- 6.1. There have been no objections from the following consultants:

- Leicestershire County Council ('LCC')s Ecology Department
- Ratby Parish Council

- 6.2. No further responses have been received.

7. Policy

- 7.1. Core Strategy (2009):

- No relevant policies

- 7.2. Site Allocations and Development Management Policies Development Plan Document ('SADMP') (2016):

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM10: Development and Design
- Policy DM17: Highways and Transportation

7.3. National Planning Policies and Guidance:

- National Planning Policy Framework ('NPPF') (2026)
- National Design Guide ('NDG') (2019)
- Planning Practice Guidance ('PPG')

7.4. Other Relevant Guidance:

- The Good Design Guide (2020)
- Leicestershire Highway Design Guide ('LHDG') (2024)

8. Appraisal

8.1. NPPF Policy S4(1) confirms that development proposals within settlements should be approved unless the benefits of doing so would be substantially outweighed by any adverse effects, when assessed against the national decision-making policies in the Framework.

8.2 The key issues in respect of this application are therefore:

- Design and impact upon the character of the area
- Impact upon neighbouring amenity
- Impact upon highway safety

Impact upon the character of the area

8.3 Policies DM10 of the Site Allocations and Development Management Policies (SADMP) DPD seek to ensure that the siting and design of proposals respect the existing building, neighbouring structures and overall street scene

8.4 Policy DM23 of the SADMP states outdoor advertisements which require consent will be approved by the Borough Council where they do not represent an over proliferation of unnecessary advertisements singularly or cumulatively and they maintain or enhance the character of the conservation area.

8.5 The adopted Good Design Guide contains guidance relating to advertisements and states that there should be consideration given to the colours of proposed signage.

8.6 The proposed free-standing signage would be constructed from suitable materials and would not be dissimilar in design and scale to existing freestanding signage, seen interspersed around the borough. The colours (orange, black, purple and white), font and advertisement logos are not considered harsh and the signage would not contribute to visual clutter. Similar signs are commonly used to advertise businesses and there are other business uses nearby in the form of Pear Tree Business Park.

8.7 The signage would not result in loss of landscaping space previously approved by the new surgery permission, as the sign would be between two trees.

8.8 Given that the proposal is not in or close to a conservation area or within proximity of a listed building the proposed signage would not result in visual harm to the area.

- 8.9 As such it is considered that the proposal is in general accordance with the design guidance in Policy DM10 of the SADMP, Policy DM23 of the SADMP and the Good Design Guide.

Impact upon neighbouring amenity

- 8.10 Paragraph P3 of the NPPF requires planning policies and decisions to ensure a high standard of amenity for existing users.
- 8.11 Policy DM10(a) and (b) of the SADMP states development will be permitted provided that it would not have a significant adverse effect on the privacy and amenity of nearby residents and occupiers of adjacent buildings, including matters of lighting and noise and that the amenity of occupiers would not be adversely affected by activities within the vicinity of the site.
- 8.12 Given the dimensions and set-back siting/positioning of the free-standing advertisement, it would not appear over-dominant, oppressive or obtrusive to neighbouring residential properties.
- 8.13 Given its reasonable height it would not result in loss of natural light for nearby residential properties; the nearest residential property being sited approximately 30m to the east.
- 8.14 There would be no noise produced from the proposed signage and as it would be non-illuminated it would not result in light intrusion for neighbouring residential properties.
- 8.15 It is considered that the proposal therefore accords with the principles of amenity outlined in Policies DM10 and DM23 of the emerging SADMP.

Impact upon highway safety

- 8.16 Policy DM17 of the SADMP requires development to not have a significant impact upon highways safety.
- 8.17 Policy DM23 of the SADMP also requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.18 The nearest part of the proposed signage would be sited 5.5m away from the highway boundary; it would be sited inward along the pavement of the associated car-park away from the green back adjacent to the highway and will not be illuminated.
- 8.19 It is therefore considered that the proposed signage would result in no material impact 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.

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. Taking national and local planning policies into account, and regarding all relevant material considerations, it is recommended that advertisement consent **be granted, subject to the imposition of appropriate conditions.**

11. Recommendation

11.1. **Grant advertisement consent** subject to planning conditions detailed 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 - received by the Local Planning Authority on 15/07/26
- Site Location Plan - received by the Local Planning Authority on 15/07/26
- Signage Details (Job No. 6273-7 - 15/07/26) - received by the Local Planning Authority on 15/07/26
- Photo 2 – Indicating Proposed Location - received by the Local Planning Authority on 13/05/26.

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

a. **Notes to Applicant**

1. 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.

