

Delegated Report

Planning Ref: 25/00309/ADV

Applicant: Sarah Allsop C/O Allison Homes East Midlands Limited

Ward: Markfield Stanton & Fieldhead



Hinckley & Bosworth
Borough Council

Site: Land South 295 Main Street, Stanton Under Bardon

Proposal: One non-illuminated freestanding sign

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 is for advertisement consent for the installation of one non-illuminated freestanding sign.

2.2. The freestanding sign will be sited to the southwest of the site and is positioned facing the south of the road, towards Thornton Lane.

2.3. The proposed freestanding sign comprises a vertical stack sign measuring approximately 2,440mm in width and 3,660mm in height. The design features a series of distinct sections with a predominantly dark blue background, with a mustard yellow strip at the base. The upper portion displays the 'Allison Homes' logo and branding, followed by the development name 'St Mary's Chase' in large, bold lettering on a white background. Beneath this, the sign indicates the availability of upcoming dwellings, with the website address presented on the bottom mustard yellow strip for further information.

3. Description of the site and surrounding area

The freestanding advertisement relates to a parcel of land currently under development and outline approved under **22/00527/OUT**. The development site is located to the south and rear of 295 Main Street, Stanton Under Bardon.

3.1. The site is located within the countryside and to the south of the settlement boundary of Stanton Under Barton. The surrounding area is predominantly rural in character, comprising agricultural fields enclosed by established hedgerows. Built development in the immediate vicinity is limited to scattered farmsteads and individual dwellings which form some of the linear development within Stanton Under Bardon.

4. Relevant planning history

22/00527/OUT

- Outline Application for proposed development of up to 50 dwellings (All Matters Reserved, except access)
- PER
- 26.06.2024

24/00828/REM

- Approval of reserved matters (layout, scale, appearance, landscaping and access other than vehicular access) of outline planning permission (ref: 22/00527/OUT) for residential development of 50 dwellings.
- PER

- 28.03.2025

24/00858/NMA

- Non-Material Amendment 22/00527/OUT. Amendment to site access plan to reflect the correct land ownership boundary of 295 Main Street
- PERNMA
- 18.12.2024

25/00022/DOV

- Deed of Variation to S106 agreement on planning application 22/00527/OUT
- APPRET
- 05.03.2025

25/00069/DISCON

- Application to discharge C5 (Contamination) C7 (Surface Water Drainage Scheme) C8 (Surface Water drainage during construction) C10 (Infiltration testing) C16 (CTMP) C21 (PRoW) C22 (Tree protection) C23 (Broadband) attached to planning permission 22/00527/OUT
- DISCHA
- 17.09.2025

25/00364/DISCON

- Application to discharge condition 11 (CEMP) attached to planning permission 22/00527/OUT
- DISCHA
- 07.11.2025

25/00425/NMA

- Non-material amendment to planning permission 22/00527/OUT. Amendment to condition 22 to Tree Survey, Arboricultural Implications Assessment, Tree Retention & Removal Plan
- PERNMA
- 16.07.2025

25/01084/DISCON

- Application to discharge condition 8 (PRoW) attached to planning permission 24/00828/REM
- DISCHA
- 22.12.2025

5. Publicity

- 5.1. A site notice was posted within the vicinity of the site.
- 5.2. No responses have been received.

6. Consultation

- 6.1. LCC Highways have advised that the freestanding sign has no material impact on the public highway and have therefore not provided comment for the application.

7. Policy

7.1. Core Strategy (2009)

- No relevant policies

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

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM10: Development and Design
- Policy DM11: Protecting and Enhancing the Historic Environment
- Policy DM12: Heritage Assets
- 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) (2023)
- Planning Practice Guidance (PPG)

7.4. Other relevant guidance

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

8. Appraisal

8.1. Key Issues

- Impact upon the character of the conservation area
- Impact upon highway safety

Impact upon the character of the conservation area

- 8.2 Paragraph 141 of the National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

- 8.3 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.

- 8.4 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.

- 8.5 Section 16 of the National Planning Policy Framework (NPPF) provides the national policy on conserving and enhancing the historic environment. Paragraphs 205-208 of the NPPF require great weight to be given to the conservation of designated heritage assets when considering the impact of a proposed development on its significance, for any harm to the significance of a designated heritage asset to have clear and convincing justification, and for that harm to be weighed against the public benefits of a proposal.

- 8.6 The adopted Good Design Guide contains guidance relating to advertisements. It states that 'Good design should address the composition, material, and structure of the shop-front. It should also consider the signage, illumination, security and any additional elements as a planned whole, reflecting the established character of the building and street-scene whilst allowing a degree of flexibility'.
- 8.7 The advertisement is non-illuminated and consists of lettering advertising 'St Mary's Chase'. The design is considered to have no detrimental impacts on the character of the area by way of its usual design, and it would not look out of character when considering the nature of the advertisement.
- 8.8 Due to its siting, scale, form and details the proposed signage will sit comfortably upon the southwestern and as such it will have no adverse impact upon the character and appearance of the overall area. Given that the sign is located within the countryside and outside of the settlement boundary, the sign would detract from the rural backdrop.
- 8.9 The chosen shade of blue would contrast somewhat with the rural backdrop; however, the sign is temporary, and its design, including the colour, is typical for housing development advertising. While the signage is relatively large in height and width, its position at the corner of the development land is not out of context with the use of the land.
- 8.10 Consequently, the proposal would preserve the character of the area and thus comply with Policies DM10 and DM23 of the Site Allocations and Development Management Policies DPD and section 16 of the NPPF.

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 is non-illuminated and following no objections from LCC Highways it is considered that the proposal would have no detrimental impact to highway safety.
- 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.

Equality implications

- 8.15 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.
- 8.16 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.

- 8.17 There are no known equality implications arising directly from this development.
- 8.18 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).

9. Conclusion

10. Overall, the proposal is deemed acceptable within the context of the street scene and would preserve the character and appearance of the local area. The non-illuminated advertisement 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

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
- Site Location Plan – Drg No. M0003/S03
- Visual – Stack Signs
- All received by the Local Planning Authority on 25/03/25.

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.

11.3 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 buildingcontrol@hinckley-bosworth.gov.uk or call 01455 238141.