



Our Ref: NH/25/09764
Your Ref: 24/01154/ADV

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29 January 2025

Dear Sirs/Madams,

24/01154/ADV – Advertisement Consent Application located at Mira Drive, Lindley, Nuneaton, Leicestershire, CV10 0TT

Thank you for consulting National Highways on the above-mentioned proposal. As this consultation is for an advertisement, the Town and Country Planning (Control of Advertisements) (England) Regulations, 2007 (as amended) apply. Consequently, the application will be determined on the issues of amenity and public safety only.

National Highways (“we”) have been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the Strategic Road Network (SRN). The SRN is a critical national asset and as such we work to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. The SRN in the vicinity of the proposed development is the A5 trunk road.

National Highways considers planning proposals under the requirements of the National Planning Policy Framework (NPPF) and DfT Circular 01/2022: Strategic Road Network and The Delivery of Sustainable Development (“the Circular”). This latter document sets out our policy on sustainable development and our approach to proposals which may have an impact on our network. Paragraphs 60 and 61 of the circular set out our position and policy with regards to adverts.

Development Proposal

The proposal is to erect an internally illuminated entrance sign for the associated commercial premises. The sign is proposed to be of 3.5m x 0.7m x 0.2m in size with the

illumination proposed to be 400 cd/sqm. The entrance sign will remain static and no intermittent changes are proposed.

The sign is proposed to be located on the grass verge that separates the traffic flowing in both directions, Google Streetview also confirms this. It is understood that this parcel of land falls outside of the operational land under the ownership of National Highways.

Summary and Recommendation

It is considered that the proposed entrance sign is located at a safe distance from the SRN. The luminance limits for any illuminated area less than 10 sqm is 600cd/sqm and therefore the proposed illumination level of 400 cd/sqm is considered acceptable in this instance.

Overall, it is considered that the proposals would not cause safety concerns for the users of SRN, and we therefore do not raise any objections.

Yours sincerely



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