

Delegated Report

Planning Ref: 26/00448/ADV
Applicant: Mr Paul Gillings
Ward: Burbage, Sketchley & Stretton



Hinckley & Bosworth
Borough Council

Site: Chequers Inn, 30 Lutterworth Road, Burbage

Proposal: Erection of 2 x non-illuminated timber signs, 2 x non-illuminated aluminium post mounted signs, 2 x externally illuminated fascia with individual letters, 2 x non-illuminated car park signs, 2 x internally illuminated menu holders and 2 x brass lanterns

1. Recommendations

- 1.1. **Grant advertisement consent** subject to:
- Planning conditions detailed at the end of this report.

2. Planning Application Description

- 2.1. This application seeks advertisement consent for the display of 2 x non-illuminated timber signs, 2 x non-illuminated aluminium signs, 2 x externally illuminated fascia signs with individual letters, 2 x non-illuminated car park signs, 2 x internally illuminated menu holders and 2 x brass lanterns at Chequers Inn, 30 Lutterworth Road, Burbage.
- 2.2. The externally illuminated fascia sign on the principal elevation measures 5.6 metres in width by 0.5 metres in height and 0.05 metres in depth. It is to be mounted 3.5 metres above ground level above the existing front entrance. The sign is of aluminium construction with a dark grey background and white lettering reading 'Chequers Inn'.
- 2.3. The externally illuminated fascia sign on the southern elevation measures 5.18 metres in width of 0.71 metres in height and 0.05 metres in depth. It is to be mounted 4.1 metres above ground level below the gable end on that elevation. The sign is of aluminium construction with a dark grey background and white lettering reading 'Chequers Inn'.
- 2.4. The non-illuminated timber signs measure 0.8 metres in width by 1.2 metres in height and 0.05 metres in depth. They are to be mounted on the principal elevation of the building. The signs are of timber construction and are to have dark grey backgrounds with white and gold lettering reading 'Welcome to the Chequers Inn' with further details pertaining to the premises and its operating company below.
- 2.5. The non-illuminated post-mounted aluminium signs measure 0.7 metres in width by 1 metre in height and 0.05 metres in depth. They are to be mounted on an existing signpost located adjacent the frontage to Lutterworth Road within the car parking area. The signs are of aluminium construction and are to have a dark grey

background with white lettering detailing the services offered at the public house with the operating company name at the base.

- 2.6. The non-illuminated car park signs measure 0.5 metres in width by 0.5 metres in height and 0.05 metres in depth. They are to be mounted against the southern elevation wall which faces the car parking area. The signs are of aluminium construction with white lettering providing information on the use of the car park under the heading 'Car Park Notice'.
- 2.7. The internally illuminated menu holders measure 0.21 metres in width by 0.29 metres in height and 0.05 metres in depth. They are to be mounted on the principal elevation of the building beside the entrance and on the southern elevation wall facing the car parking area beside a secondary entrance. The menus are to be displayed in a dark grey steel case.
- 2.8. All illuminated signs are to have a maximum luminance of 80 candelas per square metre.

3. Description of the Site and the Surrounding Area

- 3.1. The application site is located within the settlement boundary of Burbage.
- 3.2. The application site comprises an existing public house building, known as Chequers Inn, and associated car parking areas to the south.
- 3.3. The existing Chequers Inn building is principally of brick construction with red facing brick on the ground floor and timber and render first floor and gable ends. It has a red tiled roof. The main building is two-storeys in height with single storey additions and outbuildings to the rear.
- 3.4. The site has existing access from Lutterworth Road (B578) which is an adopted and classified 'B' road subject to a speed limit of 30mph.
- 3.5. Public Right of Way (PRoW) Footpath U81 runs adjacent to the site, to the south of the car parking area.
- 3.6. The surrounding area predominantly comprises residential development.

4. Relevant Planning History

- **23/00878/ADV**
- Erection of a new freestanding illuminated sign
- Advertisement Consent
- 24.10.2023

- **20/00572/FUL**
- Single storey building to provide outdoor bar area (retrospective)
- Planning Permission
- 07.08.2020

5. Publicity

- 5.1 The application has been publicised by sending out letters to local residents and a site notice was also posted within the vicinity of the site. No responses have been received.

6. Consultation

- 6.1 Hinckley and Bosworth Borough Council (HBBC) Environmental Services (Pollution) had no objection to the proposal.
- 6.2 Burbage Parish Council welcomed the application and advised that they consider it would enhance the environs of a well-used community amenity.

7. Policy

- 7.1 Core Strategy (2009):
- Policy 4: Development in Burbage
- 7.2 Site Allocations and Development Management Policies (SADMP) (2016):
- Policy DM1: Presumption in Favour of Sustainable Development
 - Policy DM10: Development and Design
 - Policy DM17: Highway and Transportation
 - Policy DM23: High Quality Shop Fronts and Advertisements
- 7.3 Burbage Neighbourhood Plan (2021):
- Nil.
- 7.4 National Planning Policies and Guidance:
- National Planning Policy Framework (NPPF) (2026)
 - National Design Guide (2019)
 - Planning Practice Guidance (PPG)
- 7.5 Other Relevant Guidance:
- Good Design Guide (2020)
 - Lighting Professionals Professional Lighting Guide 05/23 “The Brightness of Illuminated Advertisements Including Digital Displays” (PLG05)

8. Appraisal

- 8.1. The key issues in respect of this application are:
- Design and impact upon the character of the area
 - Impact upon neighbouring residential amenity
 - Impact upon highway safety

Design and Impact upon the Character of the Area

- 8.2 Policy DP3(1) of the NPPF confirms that development proposals should respond to their context including the history, character and features of their site and its setting, so that they integrate with and enhance their surroundings; such as through the arrangement of development plots and buildings, the use of materials and architectural features, and the restoration, reuse and integration of heritage assets. Policy DP3(2) of the NPPF details the seven principles of well-designed places that development proposals should reflect as appropriate to the nature of the development and its location.
- 8.3 Policy DP3(3) of the NPPF states that development proposals should be refused if, without clear justification, they conflict with Policy DP3(1), or relevant aspects of the principles in Policy DP3(2), or with any explicit design standards set out in the development plan (including those in locally specific policies, guides, codes or masterplans). Substantial weight should be given to compliance with relevant development plan policies when assessing the design quality of proposals.
- 8.4 Policy DM10(c) of the SADMP states that developments will be permitted where they complement or enhance the character of the surrounding area.
- 8.5 Policy DM23 of the SADMP confirms that 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.
- 8.6 The proposal is for the erection of 10 advertisements comprising 2 x fascia signs, 2 x principal elevation wooden signs, 2 x post-mounted signs on an existing signpost, 2 x car parking notice signs and 2 x menu holders.
- 8.7 The proposed principal elevation fascia sign has a width of 5.6 metres and a height of 0.5 metres. It is to be mounted above the existing front entrance of the public house, 3.5 metres above ground level. The proposed sign will replace an existing fascia sign in this location of comparable dimensions.
- 8.8 The proposed secondary elevation fascia sign has a width of 5.18 metres and a height of 0.71 metres. It is to be mounted below the gable end on the southern elevation, 4.1 metres above ground level. The proposed sign will replace an existing sign on this elevation higher above the ground level, mounted within the gable end with a square shape but comparable surface area.
- 8.9 The proposed principal elevation board signs have a width of 0.8 metres and a height of 1.2 metres. They are to be mounted on either side of the existing bay windows on the ground floor of the building. The proposed signs will replace an existing board sign to the south of the principal elevation of comparable size and a larger board sign to the north of the principal elevation, on a single-storey extension section of the existing building which are currently of mis-matched dimensions and colour finish.
- 8.10 The proposed post-mounted signs have a width of 0.7 metres and a height of 1 metre. They are to be mounted on an existing signpost located within the car parking area

of the site, adjacent to Lutterworth Road, 1.5 metres above ground level. The proposed signs would not replace any existing sign and would be additional signage below an existing chequered pattern 'The Chequers Inn' sign currently mounted to the post.

- 8.11 The proposed car parking signs have a width of 0.5 metres and a height of 0.5 metres. They are to be mounted to the secondary elevation of the building, the southern elevation, which faces into the associated car parking area at 1.2 metres above ground level. The proposed signs do not replace any existing signage but are small in scale and functional in their content.
- 8.12 The proposed menu holders have a width of 0.21 metres and a height of 0.29 metres. They are to be mounted on the principal elevation adjacent the entrance door and on the southern, secondary elevation adjacent to a secondary access to the public house, at a height of 1.2 metres above ground level. The proposed menu holder on the principal elevation would replace an existing menu holder of comparable size in the same location, while the proposed menu holder on the southern elevation would be new. The proposed menu holders are small in scale and functional in their content.
- 8.13 The proposed fascia signs, post-mounted signs and car park signs are to be of aluminium construction with a dark grey background and white lettering. The proposed principal elevation sign boards are to be of timber construction with dark grey background and white and gold lettering. The proposed menu holders are to be steel cases finished in a dark grey.
- 8.14 The proposed material finishes for the proposed signs are consistent with existing signage on the application building and with the colour finishes of the Chequers Inn building itself.
- 8.15 The proposed signage therefore predominantly replaces existing advertising signage for the Chequers Inn, and in some cases reduces the height or overall size of signage as compared to the existing situation. Furthermore, the proposed signage would improve the level of consistency in colour finishes for signage across the premises.
- 8.16 Given the above, it is therefore considered that the proposed signage is appropriately sited and is of an appropriate scale, design and material and colour finish such that it is consistent with its setting and would complement the character of its surrounds. The proposal is therefore considered to be consistent with Policy DP3 of the NPPF and Policies DM10 and DM23 of the SADMP.

Impact upon Neighbouring Residential Amenity

- 8.17 Policy P3(1) of the NPPF states that development proposals should be appropriate for their location, taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, whether these effects are on or off-site; and whether this is as a result of the development itself or the product of pre-existing conditions in its vicinity.

- 8.18 Policy DM7 of the SADMP requires that all development take all reasonable steps through design, siting and technological solutions to ensure the abatement of obtrusive light to avoid sky glow, glare and light intrusion.
- 8.19 Policy DM10 of the SADMP states that development will be permitted where 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.
- 8.20 Policy DM23 of the SADMP requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light or have an adverse impact on amenity.
- 8.21 The proposal involves the external illumination of the 2 x aluminium fascia signs and the internal illumination of the 2 x menu cases. All other proposed signage is non-illuminated.
- 8.22 The proposal would involve illumination of the above-listed signs to a maximum luminance of 80 candelas per square metre.
- 8.23 The application site is located in a generally residential setting to the south and south-west of the village centre. There are examples in the locality of other non-residential uses which utilise illuminated signage, including a building 50 metres to the north of the site which contains a SPAR convenience store also fronting Lutterworth Road.
- 8.24 The proposed luminance level for the proposed signage is low and is considered acceptable for a suburban-style environment with proximity to other urban uses, as per the standards of the Lighting Professionals Lighting Guide 05/23 "The Brightness of Illuminated Advertisements Including Digital Displays" (PLG05).
- 8.25 It is noted that Council's Environmental Services (Pollution) Officer had no objection to the scheme.
- 8.26 Given the above, it is considered that the proposed signage to be illuminated would not be of an unacceptable luminance that would result in obtrusive light or that would have an adverse impact to neighbouring residential amenity. The proposal is therefore considered to be in accordance with Policy P3 of the NPPF and Policies DM7, DM10 and DM23 of the SADMP.

Impact upon Highway Safety

- 8.27 Policy TR6(4) of the NPPF confirms that where development proposals would have severe adverse impact on the transport network or an unacceptable impact on highway safety, taking into account any mitigation measures proposed as well as any wider network improvements, that they should be refused.
- 8.28 To support this, Policy DM17 of the SADMP requires that development proposals demonstrate that there is not a significant adverse impact upon highway safety, and

that the residual cumulative impacts of development on the transport network are not severe.

- 8.29 Policy DM23 of the SADMP states that outdoor advertisements will be approved where they have no detrimental impact on public safety.
- 8.30 The proposed advertisements are sited in locations to replace existing signage, in some cases at reduced scale, or are mounted to existing features within the bounds of the application site.
- 8.31 It is not considered that the siting or content of any of the signs would result in a material impact upon the highway or public safety along the adjacent Public Right of Way. The proposal is therefore considered to be in accordance 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 into account all relevant national and local planning policies, and having had regard to all relevant material considerations, it is recommended that advertising 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. The advertisements hereby permitted shall not be carried out otherwise than in complete accordance with the details within:
 - Application Form (submitted: 20.05.2026)
 - Site Location / Elevations / Signage Dwg No 32391VPL01 Issue 05 (submitted: 10.08.2026)

Reason: To ensure the visual amenity of the area to accord with Policies DM10 and DM23 of the adopted Site Allocations and Development Management Policies Development Plan Document (2016).

3. 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.

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 building.control@blaby.gov.uk or call 0116 272 7533.