

Substantive response of the Local Highway Authority to a planning consultation received under The Development Management Order.



Response provided under the delegated authority of the Director of Environment & Transport.

APPLICATION DETAILS

Planning Application Number: 25/00838/ADV

Highway Reference Number: 2025/0838/04/H

Application Address: Hinckley Market Market Place Hinckley Leicestershire LE10 1NT

Application Type: Advert

Description of Application: Two LCD display panels on either side of BT Street Hub

GENERAL DETAILS

Planning Case Officer: Sophie Iliffe

Applicant: Verity Cheyne

County Councillor: St Marys ED - Cllr Stuart Bray

Parish:

Road Classification: Adopted Unclassified

Substantive Response provided in accordance with article 22(5) of The Town and Country Planning (Development Management Procedure) (England) Order 2015:

The Local Highway Authority Advice is that, in its view, the impacts of the development on highway safety would not be unacceptable, and when considered cumulatively with other developments, the impacts on the road network would not be severe. Based on the information provided, the development therefore does not conflict with paragraph 116 of the National Planning Policy Framework (2024), subject to the conditions and/or planning obligations outlined in this report.

Advice to Local Planning Authority

Background

The Local Highway Authority (LHA) has been consulted by the Local Planning Authority (LPA), on an advertisement consent planning application for the display of two x internally illuminated advertisement signs to a proposed BT Street Hub Unit within the footway at the Market Place, Hinckley, Leicestershire.

The LHA is aware of application 25/00849/FUL at the same location, for the erection of a BT Hub Unit, which will be responded to in separate observations.

The Applicant seeks advertisement consent for a proposed BT Hub Unit, located on Market Place, an adopted, unclassified road subject to a 20mph speed limit.

The Applicant has proposed a luminance level of 5000cd/m2 within the Application Form, however, the LHA considers the site to be within 'Zone E4 – High district brightness areas (e.g. city and town

centres with high levels of night time activity'), therefore given the size of the advertisement (1.67m x 0.95m) the brightness should not exceed a luminance level of 1000cd/m², which is the maximum luminance level permitted by the LHA. The LHA will seek to secure this by way of condition.

The LHA are satisfied that the proposals, subject to the condition advised below, will not have a severe impact on the public highway contrary to Paragraphs 116 of the National Planning Policy Framework (NPPF) 2024. As such the LHA would not seek to resist this application subject to the following condition.

Conditions

1. The maximum luminance of the light source shall not exceed 1000 cd/m².

REASON: In the interests of general highway safety in accordance with the National Planning Policy Framework (2024).

Date Received **Case Officer**
16 September 2025 **Neal Chantrill**

Reviewer
BD

Date issued
7 October 2025