

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: 24/01083/ADV

Highway Reference Number: 2024/6480/04/H

Application Address: 232A Leicester Road Field Head Markfield Leicestershire LE67 9RG

Application Type: Advert

Description of Application: LED Illuminated advertisement sign (Retrospective)

GENERAL DETAILS

Planning Case Officer: Joseph Fleetwood HBBC

Applicant: Mr Lukas Schlenker

County Councillor: Cllr Ozzy O'Shea

Parish: Groby

Road Classification: Class A

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/Highway Safety

The Local Highway Authority (LHA) has been consulted by the Local Planning Authority (LPA), Hinckley & Bosworth Borough Council (HBBC), on an application for consent to display an advertisement which seeks the:

'Erection of an LED Illuminated advertisement sign (Retrospective).'

The proposals are at 232A Leicester Road, Field Head, Markfield, Leicestershire, LE67 9RG.

The LHA have reviewed the following documents as part of this application:

- Application Form;
- Site Location Plan; and
- Sign Dimensions, drawing number PP-Drw.

The proposed site is located on Leicester Road, which is an adopted, unclassified road subject to a 30mph speed limit. It should be noted that Leicester Road runs parallel to the A50, the site is situated at the location when vehicles would exit the A50 onto either Leicester Road or Ratby Lane.

A site visit was undertaken by the LHA as part of this application on 4 December 2024. The LHA also undertook several drive-bys during this site visit in order to assess the sign from all directions. It was found that there were no visibility issues with the sign for vehicles traveling northwest along the A50 or Leicester Road, as it was either obscured by the large established hedgerow or given its close proximity and angle to the highway, could only be glimpsed briefly. For vehicles at the junction of Leicester Road / Ratby Lane the signage was located behind the vehicle for some distance and therefore not considered a distraction. The LHA also consider there to be no highway safety issues when exiting the A50 onto Leicester Road due to the slow speed which is required to safely navigate the junction. Only when travelling along the A50 in a southeast direction towards the city of Leicester was the sign in a position of prominence, and when considered in isolation it would be difficult for the LHA to demonstrate the LED advertisement would lead to an unacceptable impact on highway safety at the location.

The Applicant has not provided any details as to the types of advertisements proposed, or levels of advertisement rotation. However, the LHA consider this can be managed safely via conditions as per previously permitted LED advertisement boards at various other sites around Leicestershire.

The Applicant has proposed a luminance level of 800cd/m² within the 'Application Form'. However, the LHA considers the site to be within 'Zone E3 – Medium District Brightness' given the proximity to the A50 with this street lighting, number of dwellings and businesses within the location. Given the size of the advertisement (2560mm by 960mm) the brightness should not exceed 600cd/m² during the day, with night-time levels of 300cd/m².

The LHA have reviewed their Personal Injury Collision (PIC) data for the most recent five-year period. This demonstrates there have been two PICs which took place within 500m to the southeast of the site, and approximately 350m to the northwest to the Field Head roundabout, both were recorded as 'slight' in severity. Whilst the details for one of the PICs has not yet been received from the police, the LHA have been unable to identify any patterns or trends within the data.

Given the above, in these site-specific circumstances the LHA do not consider they would be able to demonstrate the proposals would have a severe impact on highway safety in accordance with paragraphs 115 and 116 of the National Planning Policy Framework (NPPF) 2024. As such the LHA would not seek to resist the application in these site-specific circumstances subject to the following conditions.

Conditions

1. All advertisements displayed shall consist of static images only and shall not contain any moving images, animations or flashing lights.

REASON: To reduce the potential for driver distraction, in the interests of general highway safety and in accordance with the National Planning Policy Framework (2024).

2. The advertisement display shall not change more than once every 10 seconds.

REASON: To reduce the potential for driver distraction, in the interests of general highway safety and in accordance with the National Planning Policy Framework (2024).

3. The interval between successive displays shall be instantaneous (0.1 seconds or less) and the display will include a mechanism to freeze the image in the event of a malfunction.

REASON: To reduce the potential for driver distraction, in the interests of general highway safety and in accordance with the National Planning Policy Framework (2024).

4. The intensity of the illumination of the advertisement permitted by this consent shall be no greater than 600 cd/m² during the day time and 300 cd/m² at night time.

REASON: To limit the intensity of light and thereby reduce the potential for glare and dazzle which might distract drivers, in the interests of highway safety.

Date Received
4 December 2024

Case Officer
Neal Chantrill

Reviewer
BD

Date issued
13 January 2025