

Our Ref CD/CD/45966/4643/F
Date 29th May 2026

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Hinckley & Bosworth Borough Council

Via the Planning Portal

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Dear Sir/Madam,

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RE ADVERTISEMENT CONSENT APPLICATION FOR THE DISPLAY OF 1 NO. INTERNALLY ILLUMINATED FASCIA SIGN AT 6 RAINBOW WAY, BURBAGE, HINCKLEY

Please find enclosed an application for advertisement consent, submitted today via the Planning Portal on behalf of Consol Ltd.

Advertisement consent is sought for the display of 1 no. internally illuminated fascia sign on the west elevation of the building. The proposed sign would have a maximum illuminance level of 600 cd/m².

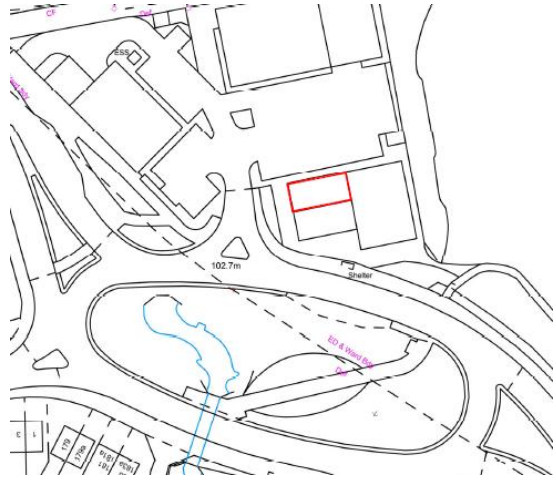


Figure 1: Application site identified in red.

The Site

The application site is located within an established mixed-use commercial park. It adjoins retailers including The Co-op, Topps Tiles and Greggs, which form part of Burbage Retail Park. Access is taken from Rugby Road to the south. The site lies within the defined settlement boundary of Burbage.

The surrounding area is commercial in character and contains a wide variety of illuminated and non-illuminated signage.

The site does not lie within a Conservation Area, within the setting of a listed building, or within any other area of special heritage or landscape protection. The site is identified as being within Flood Zones 2 and 3.



Photo 1: West elevation of application site



Photo 2: Application site outlined in red (view looking east)



Photo 3: Application site outlined in red (view looking north-west)

Proposal

Advertisement consent is sought for the display of 1 no. internally illuminated fascia sign on the west elevation of 6 Rainbow Way, the application site.

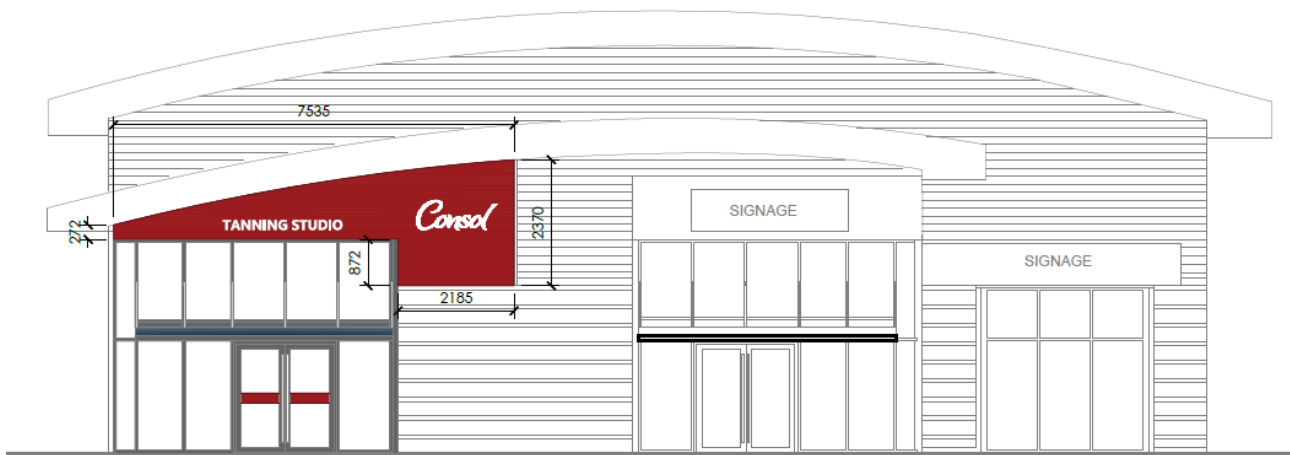


Figure 2: Proposed signage on front (west) elevation

Planning History

The wider site has been the subject of a number of applications over time. The most relevant and recent planning history relating to the subject building is summarised below.

Planning Reference	Description	Decision
22/00763/CLP	Certificate of (Proposed) Lawful Use of Unit 1, 6 Rainbow Way as a solarium (tanning salon) class E.	Approved
18/00844/FUL	Demolition of former DM Rock & Sons Garage and Johnsons Dry Cleaners including associated structures and the redevelopment for mixed uses (A1, A3 and B8) with associated parking and substation and provision of temporary accommodation for Johnsons Cleaners during the construction phase	Approved

Other Relevant Planning History

It is considered that the following advertisement consent applications are of relevance as they demonstrate that the principle of illuminated signage in this locality is acceptable.

Planning Reference	Description	Decision
19/00804/ADV	Three fascia signs, two internal posters and one internal vinyl graphic.	Approved
19/00751/ADV	3x illuminated aluminium signs with trough lighting, 1x non-illuminated aluminium sign	Approved

Planning Policy

Applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise, having regard to section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004. Where there are no relevant development plan policies, or the most important policies are out of date, permission should be granted unless policies in the National Planning Policy Framework that protect areas or assets of particular importance provide a clear reason for refusal, or any adverse impacts would significantly and demonstrably outweigh the benefits when assessed against the Framework taken as a whole.

The Development Plan comprises the Hinckley and Bosworth Borough Council Core Strategy (2009), the Site Allocations and Development Management Policies DPD (2016), the Hinckley Town Centre Area Action Plan DPD, and the Earl Shilton and Barwell Area Action Plan DPD.

Planning Policies considered relevant to this proposal are:

Council Core Strategy (2009)

- Policy 4: Development in Burbage

Site Allocations and Development Management Policies (2016)

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM6: Enhancement of Biodiversity and Geological Interest
- Policy DM10: Development and Design
- Policy DM17: Highways and Transportation
- Policy DM23: High Quality Shop Fronts and Advertisements

Other Material Considerations:

The following material considerations are also of relevance.

Burbage Neighbourhood Plan 2015-2026

- Policy 1: Settlement Boundary
- Policy 2: Design and Layout

The National Planning Policy Framework (December 2024)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and explains how these are expected to be applied.

Paragraph 85 states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt and significant weight should be placed on the need to support economic growth and productivity.

Paragraph 116 states development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Paragraph 141 states *"...Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

Planning Practice Guidance (PPG)

Planning Practice Guidance provides additional national guidance on the assessment of advertisements, including matters of amenity and public safety.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The Legislative framework for the control of advertisements is contained within Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan.

Other relevant guidance

- Hinckley and Bosworth Borough Good Design Guide (2020)

The Good Design Guide is a supplementary planning document (SPD) and aspires to:

"Substantially raise design quality in Hinckley and Bosworth Borough whilst ensuring that the local identity and heritage of the Borough is preserved and enhanced."

- National Design Guide (2019)

The national design guide sets out the characteristics of well-designed places and demonstrates what good design means in practice.

Planning Considerations

Design

The site is located within a mixed-use commercial park and, in that context, the proposed signage is not considered incongruous with the character of the surrounding commercial and retail premises. The design, scale and siting of the proposed fascia sign are proportionate to the host building and would sit comfortably within the streetscene. The proposal is therefore not considered to result in visual harm.

Accordingly, the proposal is considered to accord with Policies DM10 and DM23 of the Site Allocations and Development Management Policies DPD and Policies 1 and 2 of the Burbage Neighbourhood Plan.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The Town and Country Planning (Control of Advertisements) (England) Regulations state that advertisement consent applications should only be considered in terms of their impacts on public safety and amenity. Both of these are considered below.

Amenity

The proposed signage would replace existing signage at the application site. The replacement sign is considered to be in keeping with the general design of advertisements within the immediate vicinity and would integrate appropriately with the host building and its surroundings. As such, the proposed advertisement would not appear unduly prominent or intrusive and would not give rise to harm to visual amenity.

Given the commercial character of the surrounding area, the replacement signage is not considered out of keeping with its context and would have no material adverse effect on the character or appearance of the area.

Public Safety

The NPPG provides guidance as to the considerations affecting public safety:

The main types of advertisement which may cause danger to road users are:

- (a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;*

The proposed sign would be fixed to the building and would not obstruct visibility or impede sight lines.

- (b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;*

The proposed advertisement is consistent with the style of signage in the immediate vicinity and is not considered likely to distract road users or reduce the clarity of traffic signage.

- (b) those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface);*

The proposed sign would be fixed to the building and would not affect clearance above or alongside the highway.

- (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology:*

- i. where the means of illumination is directly visible from any part of the road;*

Not applicable.

- ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;*

Not applicable.

- iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather;*

Not applicable.

- iv. which are subject to frequent changes of the display;*

Not applicable.

- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message;*

Not applicable.

- (f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road;*

Not applicable.

(g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example:

i. those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs;

The proposed sign does not incorporate features that would resemble traffic signage or markings used by the highway authority.

Or

ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts.

The proposed sign does not incorporate features that would resemble traffic signage or markings used by the highway authority.

(h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which:

i. contain a large arrow or chevron (or have a pointed end and have only a few words of message);

i. invite drivers to turn right on a main road, or where there is fast moving traffic;

ii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; or

iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard.

The proposed sign does not include directional or other traffic related elements that could give rise to confusion for road users.

The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.

The proposed sign is not considered likely to obstruct CCTV coverage or create glare that would affect surveillance equipment.

Taking the above into account, it is considered that the proposed sign would not create a distraction for highway users exercising reasonable care and would not give rise to public safety concerns.

Conclusion

The proposed sign would be viewed in the context of existing signage within the locality and would not be harmful to visual amenity or public safety. The proposal is therefore consistent with the National Planning Policy Framework, the adopted development plan, and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Accordingly, it is respectfully contended that advertisement consent should be granted without delay.

Yours faithfully,



Charlotte Duff
Planning Consultant