

Hinckley & Bosworth Borough Council

Town and Country Planning (Control of Advertisements) Regulations 2007

Planning Permission

Name and Address of Applicant

Wildstone Estates Limited
1 Bartholomew Lane
London
EC2N 2AX

Name and Address of Agent if any

Mr Daniel Melling
Stantec UK Limited
7 Soho Square
London
W1D 3QB

Part I - Particulars of Application

Date of Application

21 July 2025

Application No.

25/00715/ADV

Particulars and location of development :

Erection of a internally illuminated digital advertisement screen

Burbage Road Service Station Burbage Road Burbage Hinckley Leicestershire

Part II - Particulars of decision

In pursuance of its powers under the Town and Country Planning (Control of Advertisements) Regulations 2007 Hinckley & Bosworth Borough Council **GRANTS CONSENT** to display the advertisement(s) described above subject to the following conditions:-

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. 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

IMPORTANT - PLEASE READ THE NOTES AT THE END OF THIS DOCUMENT

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.

3. The advertisement(s) hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows:

- Application form
- Covering letter to application
- Site Location Plan - 25781/PA/01
- Proposed Site Plan - 25781/PA/03
- Existing and Proposed Elevations - 25781/PA/05
- Specification - 25781/PA/06
- CGI - 25781/PA/07

All received by the Local Planning Authority on 21/07/25.

Reason: To protect the visual amenity of the area to accord with Policies DM1 and DM23 of the Site Allocations and Development Management Policies Development Plan Documents.

4. The luminance of the advertisement(s), including any form of illumination, shall not exceed 800 candelas per square metre (cd/m^2) at any time. This limit applies continuously, regardless of ambient lighting conditions, time of day, or season. The luminance level must be measured at the surface of the advertisement and verified in accordance with guidance from Leicestershire Highways.

Reason: To protect the visual amenity of the area, residential amenity and highway users to accord with Policies DM1 and DM23 of the Site Allocations and Development Management Policies Development Plan Documents.

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.



Christopher Brown MRTPI
Head of Planning

Date : 15 September 2025

NOTES

1. A person displaying an advertisement in contravention of these Regulations shall be liable on summary conviction of an offence under Section 224(3) of the Act (as amended by the Planning and Compensation Act 1991) to a fine of an amount not exceeding level 3 on the standard scale and, in the case of a continuing offence, one-tenth of level 3 on the standard scale for each day during which the offence continues after conviction.
2. Where, on application being made for consent under the Town and Country (Control of Advertisements) Regulations, 1997, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Secretary of State; provided that the secretary of state shall not be required to entertain an appeal under Regulation 17 if it appears to him, having regard to the provisions of the aforesaid Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by them.
3. Any person who desires to appeal under Regulation 17 of the Town and Country (Control of Advertisements) Regulations 2007, shall give notice of appeal in writing to the Secretary of State within **8 weeks** from the receipt of notification of the Local Planning Authority's decision. The notice of appeal should be given on the appropriate form obtainable from the Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, tel. 0303 444 5000 or online at <https://www.gov.uk/planning-inspectorate>.

CDA NOTES (23/01/15)