

Delegated Report

Planning Ref: 26/00227/ADV

Applicant: Harry Milner

Ward: Ambien



Hinckley & Bosworth
Borough Council

Site: Hoo Hills Farm Bosworth Road Wellsborough

Proposal: One externally illuminated fascia sign and two externally illuminated post mounted signs (retrospective).

1. Recommendations

1.1. Grant advertisement consent subject to:

- Planning conditions outlined at the end of this report

2. Planning application description

- 2.1. The application seeks retrospective advertisement consent for the display of one externally illuminated fascia sign and two externally illuminated post mounted signs at Hoo Hills Farm, Bosworth Road, Wellsborough.
- 2.2. The externally illuminated fascia sign measures 2.95 metres in width, 2.00 metres in height and 0.01 metre in depth. It is situated 4.00 metres above ground level to the south-east of the padel court building. The sign is constructed from composite and would have a cream background with green wording reading 'The Padel Barn – Padel & Social' with a logo atop of.
- 2.3. The externally illuminated post mounted signs measures 0.96 metres in width, 0.12 metres in height and 0.01 metre in depth. They are situated 0.20 metres above ground level to each side of the main access to the north-east of adjacent highway, Bosworth Road. The sign is be constructed from composite with a mixture of green and blue backgrounds with white and gold writing. The signs advertises 'Hoo Hills Farm', 'The Padel Barn' and 'Fine Art Ceramics'.

3. Description of the site and surrounding area

- 3.1. The site relates to Hoo Hills Farm and comprises a residential dwelling, padel courts and a number of stable and agricultural buildings. The site is located within the countryside and outside of any settlement boundary, with no other restrictive designations. The site is accessed via Bosworth Road, some 350 metres to the site. The access has good visibility, and the site is accessed via an electric gate, set back from the highway to allow vehicles to pull into the site safely from the highway.
- 3.2. The site benefits from existing mature hedgerow to the site frontage with Bosworth Road, providing a degree of visual screening.

4. Relevant planning history

18/00796/FUL

- Change of use from agricultural building and stables to commercial units/offices (Class B1/B8)
- Refused
- 29.11.2018

19/00492/FUL

- Change of use from agricultural buildings and stables to commercial units (B1/B8)

- Planning Permission
- 02.08.2019

20/00922/AGDO

- Livestock building
- General Development Order
- 15.10.2020

21/00340/AGDO

- Portal frame Livestock Building with pitched roof
- Prior Approval Not Required
- 09.04.2021

23/00348/AGDO

- Portal framed general purpose farm building
- Prior Approval Refused
- 18.05.2023

23/00566/AGDO

- Portal frame agricultural building for crop and machinery storage
- General Development Order
- 05.07.2023

25/01137/FUL

- The change of use of an agricultural building to Padel Courts and the creation of associated car parking (retrospective)
- Planning Permission
- 13.02.2026

5. Publicity

- 5.1. The application has been publicised by sending out letters to local residents. A site notice was also posted within the vicinity of the site.
- 5.2. Following the publications no representations have been received.

6. Consultation

6.1. HBBC Environmental Health (Pollution):

'Lighting guidance is provided in the institution of Lighting Professionals Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements Including Digital Displays" (PLG05).

The illumination of the "driveway signage at ground level" should be reduced to 200cd/m2 or less for a sign in an E2 Environmental Zone if this is to be on at night.'

6.2. LCC Highways:

'Illuminated signs must not exceed luminance levels of 600 cd/m2 where the illuminated area is up to 10 square metres, or 300 cd/m2 where the illuminated area is over 10 square metres (Zone E2 – Low district brightness area).'

6.3. Sheepy Parish Council:

'The 'driveway signage at ground level' is a serious highway safety issue. When travelling from Market Bosworth in the dark along the 50mph Bosworth Road towards the entrance to Hoo Hills Farm, at the point on the road adjacent to the driveways to 'Byrons Covert' and 'The White House', the bright light illuminating the 'driveway signage at ground level' appears to be a motorcycle on the wrong side of

the road due to the approaching bend. Sheepy Parish Council also respectfully reminds Hinckley & Bosworth Borough Council that this short stretch of road has been the location of six fatalities in the last 28 years.'

7. Policy

7.1. Sheepy Parish Neighbourhood Plan (SNP) (2018-2036)

- Policy S1: Countryside
- Policy S8: Design

7.2. Core Strategy (2009)

- Policy 12: Rural Villages

7.3. Site Allocations and Development Management Policies DPD (2016)

- Policy DM1: Presumption in Favour of Sustainable Development
- Policy DM4: Safeguarding the Countryside and Settlement Separation
- Policy DM7: Preventing Flooding and Pollution
- Policy DM10: Development and Design
- Policy DM17: Highways and Transportation
- Policy DM18: Vehicle Parking Standards
- Policy DM23: High Quality Shop Fronts and Advertisements

7.4. National Planning Policies and Guidance

- National Planning Policy Framework (NPPF) (2024)
- Planning Practice Guidance (PPG)

7.5. Other relevant guidance

- Good Design Guide (2020)
- National Design Guide (2019)
- Lighting Professionals Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements Including Digital Displays" (PLG05).

8. Appraisal

8.1. Key Issues

- Design and impact upon the character of the area and the open countryside
- Impact upon public safety and amenity

Design and impact upon the character of the area and the open countryside

8.2 Paragraph 141 of the NPPF recognises that the quality and character of places can suffer when advertisements are poorly sited and designed.

8.3 Policy DM4 of the SADMP confirms that the Council will protect the intrinsic value, beauty, open character, and landscape character of the countryside from unsustainable development.

8.4 Policy DM10 of the adopted SADMP seeks to ensure that new development should complement or enhance the character of the surrounding area with regard to scale, layout, density, mass, design, materials and architectural features.

8.5 Policy DM23 of the adopted SADMP sets out the circumstances in which applications for outdoor advertisements will be approved by the Borough Council. The criteria includes that they have no adverse impact on amenity and that they do not represent an over proliferation of unnecessary advertisements singularly or cumulatively.

8.6 Policy S8 of the SNP states development proposals should be designed with evident care so as to respond positively to the character of the area in which it

is located, demonstrably respond to the features of its setting; and work with the scale, form and character of the location and make a positive contribution to the street-scene.

- 8.7 The advertisements are situated within the countryside, however, as amended they are not deemed to be harmful by way of their appropriate scale, appearance and siting. In addition it is considered that the signage would not constitute an over proliferation of advertisements. It is therefore considered that the proposed development would not have significant visual amenity impacts, particularly concerning the wider countryside which surrounds. The development is therefore felt to comply with Policies DM4 and DM23 of the adopted SAMDP, Policy S8 of the SNP and Paragraph 141 of the NPPF.

Impact upon public safety and amenity

- 8.8 Paragraph 141 of the NPPF recognises that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 8.9 Policy DM7 of the adopted SADMP requires that 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.
- 8.10 Policy DM10 of the adopted 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
- 8.11 Policy DM17 of the adopted SADMP requires that development not have a significant impact upon highway safety.
- 8.12 Policy DM23 of the adopted SADMP requires advertisements to be of an acceptable level of luminosity so not as to lead to obtrusive light.
- 8.13 Policy S8 of the SNP states development proposals should be designed with evident care so as to show appropriate regard for the amenities of neighbouring properties including daylight/sunlight, privacy, air quality, noise and light pollution.
- 8.14 The size and position of the signs would not give rise to an unacceptable level of pedestrian or vehicular safety as they would be situated a safe distance from the adjacent public highway. In addition to this, whilst the proposed fascia sign would be illuminated to an acceptable level, the previously proposed illumination of the post mounted sign was unacceptable, this has been amended and a condition will restrict the illuminance level to 200 cd/sqm or less in line with the lighting guidance provided in the institution of Lighting Professionals Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements Including Digital Displays" (PLG05).
- 8.15 There are no neighbouring residential dwellings within close proximity to the site.
- 8.16 It is therefore considered that the proposed advertisement would not cause any material impacts upon residential amenity, or pedestrian or vehicular safety subject to conditions in compliance with Policies DM7, DM10, DM17 and DM23 of the adopted SADMP, Policy S8 of the SNP and Paragraph 141 of the NPPF.

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.

10. Conclusion

10.1. Overall, the proposal is deemed acceptable within the context of the street scene and would preserve the character and appearance of the area and the wider open countryside. The signs would further not cause any significant impacts upon pedestrian or vehicular safety. The proposed development is therefore deemed acceptable in accordance with Policies DM4, DM10, DM17 and DM23 of the SADMP and the overarching principles of the NPPF.

11. Recommendation

11.1 **Grant planning permission** subject to:

- Planning conditions outlined 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. 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.

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

- Proposed Site Plan, Site Location Plan as received by the Local Planning Authority on the 11th March 2026.
- Application Form as received by the Local Planning Authority on the 30/06/26

Reason: To protect the visual amenity of the area to accord with Policies DM1, DM10, DM17 and DM23 of the Site Allocations and Development Management Policies Development Plan Document.

- 4. Within one month of the date of this decision, the illuminated signage hereby permitted shall be amended to ensure that it is only statically externally illuminated and does not have a degree of brightness exceeding 200 candelas per square metre. The signage shall be retained and maintained as such in perpetuity.

Reason: In the interests of the visual amenities of the locality and the character and appearance of the area and so that drivers of vehicles on the highway are not dazzled or distracted in accordance with Policy DM23 of the adopted Site Allocations and Development Management Policies Development Plan Document (2016).

11.3 Notes to applicant

- a) 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.