

Our ref: NH/25/10819
Your ref: 25/00294/ADV

Hinckley & Bosworth Borough Council

Ijas Muhammed
National Highways
Operations Directorate
The Cube
199 Wharfside Street
Birmingham
B1 1RN

17th April 2025

Via email: planning@hinckley-bosworth.gov.uk

Dear Sir/Madam,

25/00294/ADV – ALDI, Watling Street, Hinckley, Leicestershire, LE10 3ED

Thank you for providing National Highways the opportunity to comment on the aforementioned planning application. As this consultation is for an advertisement, the Town and Country Planning (Control of Advertisements) (England) Regulations, 2007 (as amended) apply. Consequently, the application will be determined on the issues of amenity and public safety only.

National Highways (“we”) have been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the Strategic Road Network (SRN). The SRN is a critical national asset and as such we work to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. The SRN in the vicinity of the proposed development is A5 trunk road.

National Highways considers planning proposals under the requirements of the National Planning Policy Framework (NPPF) and DfT Circular 01/2022: Strategic Road Network and The Delivery of Sustainable Development (“the Circular”). This latter document sets out our policy on sustainable development and our approach to proposals which may have an impact on our network. Paragraphs 60 and 61 of the circular set out our position and policy with regards to adverts.

Development Proposal

The proposal is to erect one internally illuminated sign case, 1 internally illuminated totem, 2 graphic vinyls on aluminium panels and 1 welcome vinyl sticker. We understand that the internally illuminated totem sign is proposed to replace an existing signage adjacent

to the site entrance from the A5 (Watling Street). The other signs/stickers proposed are within the supermarket premises and we do not consider them to cause any safety concerns for the users of the SRN.

The new sign is proposed to be 2.47m in height, 2.07m in width, and 0.12m in depth with an overall height of 6m above ground level. The illuminance level of the sign is proposed to be 172 cd/sqm. The sign will remain static and no intermittent changes are proposed.

The sign is proposed to replace the existing sign located adjacent to the site entrance. This has been verified with the assistance of Google Maps Streetview and the layout plan submitted along with the application. It is understood that this parcel of land falls outside of the operational land under the ownership of National Highways.

Summary and Recommendation

It is considered that the proposed entrance sign is located at a safe distance from the SRN and will replace an existing sign at the same location. The luminance limits for any illuminated area less than 10 sqm is 600cd/sqm and therefore, the proposed illuminance level of 172 cd/sqm is considered acceptable in this instance.

Overall, it is considered that the proposals would not cause safety concerns for the users of the SRN, and we therefore do not raise any objections.

Yours sincerely,



Ijas Muhammed
Spatial Planning Team
Midlands Operations Directorate