



Appeal Decision

Site visit made on 23 September 2025

by **Les Greenwood MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 03 October 2025

Appeal Ref: APP/T2405/Z/25/3365191

Slip Roads from A563 Lubbethorpe Way roundabout to A5460, Braunstone Town, Leicestershire LE19 1DX

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Vivid Outdoor Media Solutions (B) Limited against the decision of Blaby District Council.
 - The application Ref is 24/0851/ADV.
 - The advertisement proposed is 1 No south facing LED Signboard, set on a grass verge area (rear of the hard surfaced footpath) near the Leicester Hilton Hotel.
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Decision

1. The appeal is dismissed.

Main Issue

2. Advertisements are subject to control in the interests of amenity and public safety only. The main issue in this case is the effect on the visual amenity of the local area.

Reasons

3. The proposed LED sign would sit on the highway verge next to a dual carriageway slip road within a set of major road junctions. Although the site is on the fringe of the Leicester conurbation, in an area generally dominated by the street lit road network and commercial development, it would mainly be seen against the backdrop of a wooded copse that gives this particular site a more rural character. This is reinforced by the adjacent commercial development, a hotel and a business park, being set down at a lower level, back from the road and behind landscaping. There is an existing sign in about the same location, but that is much, much smaller and has little visual impact.
4. The proposed sign would be a substantial structure, just over 6m wide and over 5m high, prominently positioned near the edge of the street. Although there are traffic signs of similar size nearby, those do not intrude on this particular area of grass verge and trees, which gives road users some visual respite on this section of the road before coming to another road junction and more commercial development. The combination of the sign's size, prominent position and LED images would unsympathetically detract from this short breathing space, contributing to a further visual dominance by roads and commercial development.

5. I conclude that the proposal would unacceptably harm the visual amenity of the local area. It would conflict with the aims of policy CS2 of the Blaby District Local Plan (Core Strategy) Development Plan Document, policies DM1 and DM16 of the Blaby District Local Plan (Delivery) Development Plan Document and the National Planning Policy Framework, to secure high quality design that respects distinctive local character. To be clear, however, the powers under the advertisement regulations may only be exercised in the interests of amenity and public safety, taking account of material factors such as adopted policies, which are not by themselves decisive.
6. For the reasons set out above, and having due regard to all other matters raised, I conclude that the appeal should not succeed.

Les Greenwood

INSPECTOR