

Hinckley & Bosworth Borough Council

Town and Country Planning (Control of Advertisements) Regulations 2007

Refusal of Advertisement Consent

Name and Address of Applicant

Mr Lukas Schlenker
232 Leicester Road
Markfield
Leicestershire
LE67 9ER

Name and Address of Agent (if any)**Part I - Particulars of Application**

Date of Application

26 November 2024

Application No.

24/01083/ADV

Particulars and location of development:

LED Illuminated advertisement sign (Retrospective)

232A Leicester Road Field Head Markfield Leicestershire LE67 9RG

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 REFUSES CONSENT to display the advertisement(s) described above for the following reasons:-

1. The advertisement is considered to cause detrimental impacts to the character of the area by way of its design, size, scale, illumination, location, and its visual impacts within the street scene. As such the proposal is considered to not be in accordance with Policies DM10 and DM23 of the SADMP.
2. The advertisement illuminance levels are considered unacceptable within the area and as a result have direct impacts on the residential amenity of nearby residents in terms of obtrusive light and light intrusion. As such the proposal is not in accordance with Policies DM10 and DM23 of the SADMP.

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

Date : 21 January 2025



Christopher Brown MRTPI
Head of Planning

NOTES

1. Where, on application being made for consent under the Town and Country Planning (Control of Advertisements) Regulations 2007, consent is refused by the Local Planning Authority 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.
2. As this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
3. The notice of appeal should be given on the appropriate form obtainable from the Secretary of State, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, tel. 0303 444 5000 or online at <https://www.gov.uk/planning-inspectorate>.
4. 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.