

Hinckley & Bosworth Borough Council

Town and Country Planning (Control of Advertisements) Regulations 2007

Refusal of Advertisement Consent

Name and Address of Applicant

Mrs Jayne Johnson
JAIL UK Ltd on behalf of Trustees of Dentons SIPP
Pyne & ...
10 Holt Drive
Kirby Muxloe
Leicester
Leicester
LE9 2EX

Name and Address of Agent (if any)

Miss Liz Carver
10 Holt Drive
Kirby Muxloe
Leicester
LE9 2EX

Part I - Particulars of Application

Date of Application	Application No.
9 May 2023	23/00457/ADV

Particulars and location of development:

Proposed illuminated billboard to gable wall

Hill Top Works2 Keats Lane Earl Shilton Leicester 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 **REFUSES CONSENT** to display the advertisement(s) described above for the following reasons:-

1. The advertisement proposed would, by virtue of its location, scale and design be visually intrusive thereby causing harm to the visual amenity of the area, and would cause an over proliferation of unnecessary advertisements contrary to Policy DM10 and Policy DM23 of the Site Allocations and Development Management Policies DPD and Paragraph 136 of the National Planning Policy Framework 2021.
2. The proposed development would appear an unduly obtrusive and dominant feature within the setting of the grade II listed building Top House, and by virtue of its siting, size and design, would result in less than substantial harm to the significance of the listed building. The harm arising to a designated heritage asset should be afforded great weight and would not be outweighed by any public benefits arising from the proposed development. This would be contrary to policies DM11 and DM12 of the SADMP DPD, section 16 of the NPPF, and Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990.



Christopher Brown MRTPI
Planning Manager (Development Management)

Date : 12 July 2023

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

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.

RADV NOTES (23/01/15)