Hinckley & Bosworth Borough Council

A Borough to be proud of

Town and Country Planning (Control of Advertisements) Regulations 1992

CONSENT TO DISPLAY AN ADVERTISEMENT

Name and Address of Applicant
Mr Jeffery Poonawala
SME Group Ltd
Charlwood House
The Runway
South Ruislip
Middlesex
HA4 6SE

Name and Address of Agent if any
Mr Robert Durrant
Technical Design Consultants
PO Box No 3041
Coulsdon
Surrey
CR5 9AW

Part I - Particulars of Application

Date of Application	**Application No.**
24 February 2011	11/00144/ADV

Particulars and location of development:

INSTALLATION OF ADVERTISEMENTS.

Unit E Maple Drive Hinckley Leicestershire LE10 3BE

Part II - Particulars of decision

Summary of Reasons for Recommendation and Relevant Development Plan Policies :

Having regard to the pattern of existing development in the area, representations received and relevant provisions of the development plan, as summarised below, it is considered that subject to compliance with the conditions attached to this permission, the proposed development would be in accordance with the development plan as the signage would not be harmful to visual amenity, public safety and is considered to preserve the character and appearance of the Ashby Canal Conservation Area.

Hinckley & Bosworth Local Plan (2001):- Policies EMP4, BE1, BE7, NE4, REC6, BE26, T5.

Hinckley & Bosworth Borough Council Local Development Framework: Core Strategy (2009): - Policy 1.

In pursuance of its powers under the Town and Country Planning Act, 1990, the Hinckley & Bosworth Borough Council grants consent for the carrying out of the works referred to in Part I hereof in accordance with the application and plans submitted subject to the following condition(s) :-

1. The circulation and portico signage, hereby permitted shall not be carried out otherwise than in complete accordance with the submitted application details, as follows: Location Plan KFC/2220/00; Site Works KFC/2220/PSL4 (Rev A) and Elevations KFC/2220/PSL2 (Rev F) received by the Local Planning Authority on 3 March 2011.

2. No development shall commence until such time as samples of the materials and colour finishes of the proposed advertisements and text have been submitted to and agreed in writing by the Local Planning Authority. The works shall then be carried out in accordance with the approved details only.

3. The maximum luminance of the signs, hereby permitted shall not exceed 300 Candelas per square metre.

4. The proposed light fittings must be shielded in order than the luminance of the light source is not a hazard to the safety of road users.

IMPORTANT – PLEASE REFER TO THE NOTES AT THE END OF THIS DOCUMENT

The reasons for the conditions are :-

1. For the avoidance of doubt and in the interests of proper planning.

2. To ensure that the development has a satisfactory external appearance to accord with Policies BE1 and BE7 of the adopted Hinckley & Bosworth Local Plan.

3. To limit the intensity of the light and thereby reduce the potential glare and dazzle which might distract drivers, in the interests of highway safety to accord with Policy T5 of the Hinckley and Bosworth Local Plan.

4. To protect drivers from glare resulting from uncovered light sources near the highway to accord with Policy T5 of the adopted Hinckley and Bosworth Local Plan.

Date : 27 April 2011

BILL CULLEN
PROPER OFFICER OF THE COUNCIL

NOTES

1 This consent is subject to the following conditions:-

1a Any advertisement displayed and any site used for the display of advertisement shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

1b Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

1c Where the advertisement is required under these Regulations to be removed the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

1d No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest entitled to grant permission.

1e No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air or so as otherwise to render hazardous the use of any highway, railway or waterway (including any coastal waters) or aerodrome (civil or military).

2 The regulations provide that every grant of express consent shall be for a fixed period which shall not be longer than five years from the date of grant of consent without the approval of the Secretary of State and if no period is specified the consent shall have effect as consent for five years.

3 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.

4 Where, on application being made for consent under the Town and Country (Control of Advertisements) Regulations, 1992, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Secretary of State for the Environment; provided that the secretary of state shall not be required to entertain an appeal under Regulation 15 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, or could not have been granted otherwise than subject to the conditions imposed by them.

Any person who desires to appeal under Regulation 15 of the Town and Country (Control of Advertisements) Regulations, 1992, shall give notice of appeal in writing to the Secretary of State within **8 weeks** from the receipt of notification of the Local Planning Authority's decision or such longer period as the Secretary of State may allow and shall within one month from giving notice of appeal or such longer period as the Secretary may allow, send to the Secretary of State a copy of the following documents:-

i) the application made to the Local Planning Authority;

ii) all relevant plans and particulars submitted to them;

iii) the notices of decision, if any;

The notice of appeal should be given on the appropriate form obtainable from the Planning Inspectorate, Room 305(K), Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN, by telephoning 0117 372 6372 or online at www.planningportal.gov.uk/planning/appeals/.

5 If you consider that this decision has been made invalidly through the Council failing to follow a procedure correctly, not having the legal power to make the decision in the way it did or through its decision being so unreasonable as no reasonable local authority would make the same decision based on the same facts, then you may enter a claim for judicial review to quash the decision. In order to proceed with a claim for judicial review an initial application for permission will need to be made to the Administrative Court, this application is required to be made "promptly and in any event within three months of the decision". The initial permission application will decide if you have an arguable case, whether you are sufficiently materially affected by the decision to bring the claim. If you are granted permission to bring the claim it will proceed to a full hearing at the Administrative Court. Although there is no requirement for you to do so it is highly recommended that you seek independent legal advice before bringing forward a claim for Judicial Review.