Hinckley & Bosworth Borough Council

A Borough to be proud of

Town and Country Planning (Control of Advertisements) Regulations 1992

DECISION ON PROPOSAL TO DISPLAY AN ADVERTISEMENT

Name and Address of Applicant

West One
63-67 Bromham Road
Bedford
Bedfordshire
MK402FG

Name and Address of Agent if any

Ms Sarah North
63-67 Bromham Road
Bedford
Bedfordshire
MK40 2FG

Part I - Particulars of Application

Date of Application	**Application No.**
31 October 2008	08/01055/ADV

Particulars and location of development:

ERECTION OF VARIOUS ADVERTISEMENT SIGNS

Tesco Stores Ltd 1 Hawley Road Hinckley Leicestershire LE10 0PR

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 and would not be to the detriment of highway safety or amenity.

Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1 and BE26 and RETAIL 6

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) :-

In respect of the display of proposed advertisements on the northern, eastern and western site boundaries and elevations of the supermarket and petrol filling station;
Approve

In respect of the sign on the southern elevation of the supermarket;

Refuse for the following reasons:-

1. In the opinion of the Local Planning Authority this additional large sign represents an necessary and unacceptable proliferation of advertising material on a building facade which faces a recreation site and housing, to be detrimental to visual amenity and not in accordance with Policy BE1 of the Hinckley and Bosworth Local Plan, Circular 03/2007 or Planning Policy Guidance 19.

CONTINUED ....

IT IS IMPORTANT THAT YOU SHOULD READ THE NOTES ON THE REVERSE SIDE OF THIS FORM

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NOTES TO APPLICANT :-

1. List of plans used in the determination of this application:-
Drawing number 6460_110 and 6460_111 and 6460_106 and 800606/02

T. M Prowse

TREVOR PROWSE
PROPER OFFICER OF THE COUNCIL

Date : 9 December 2008

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