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 John Jackson
24-26 Pate Road
Leicester Road Industrial Estate
Melton Mowbray
Leicestershire
LE13 0RG

Name and Address of Agent if any
John Jackson
Sign Promotions Ltd
24-26 Pate Road
Leicester Road Industrial Estate
Melton Mowbray
Leicestershire

Part I - Particulars of Application

Date of Application	**Application No.**
11 March 2008	08/00248/ADV

Particulars and location of development:

ERECTION OF INTERNALLY ILLUMINATED SIGN TO FRONT OF BUILDING AND 6M HIGH INTERNALLY ILLUMINATED FREESTANDING SIGN

Aldi Stores Ltd Watling Street Hinckley Leicestershire LE10 3ED

Part II - Particulars of decision

SUMMARY OF DECISION - The proposal is in conformity with Policy/Policies BE1 of the Hinckley and Bosworth Local Plan. Planning permission is granted subject to conditions.

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) and those shown overleaf :-

1. This permission relates to the application as amended by the letter from the applicant dated 7th April 2008.

2. The illumination of the signs hereby approved shall be switched off when the store is closed to the public.

3. The maximum luminance of the light source shall not exceed 200 cd/m2.

4. No lighting source shall be directly visible to drivers of vehicles on the public highway.

The reasons for the conditions are :-

1. In the interests of visual amenity.

2 - 3 To safeguard amenities of neighbouring properties to accord with policy BE1 of the adopted Hinckley & Bosworth Local Plan.

4. In the interest of highway safety in accordance with policy T5 of the adopted Hinckley and Bosworth

Continued 08/00248/ADV

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

NOTES TO APPLICANT :-

1. The development hereby approved shall constructed to technical approval procedures, as set out in 'BD 2/05 Technical Approval of Highway Structures', to the satisfaction of the Local Planning Authority in consultation with the Highways Agency.

2. Illuminated adverts shall comply with the guidance and recommendations of the Institute of Lighting Engineers Technical Report TR05: Brightness of Illuminated Advertisements (2001)
   - The proposed lighting shall not cause glare to trunk road users.
   - Lighting shall be static and not intermittent (to avoid distraction to trunk road users).
   - No part of the sign or its foundations shall encroach upon the trunk road.

T. M Prowse

TREVOR PROWSE
PROPER OFFICER OF THE COUNCIL

Date : 15 May 2008