

Hinckley & Bosworth Borough Council

Town and Country Planning (Control of Advertisements) Regulations 2007

Refusal of Advertisement Consent

Name and Address of Applicant

Mr Rodrigo Hernandez
Vape Megastore
65 Castle Street
Hinckley
Leicestershire
LE10 1DA

Name and Address of Agent (if any)

Mr Mohammad Tanvir Malik
Malik enterprises
30 Carlton Drive
Wigston
LE18 1DF

Part I - Particulars of Application

Date of Application	Application No.
8 October 2024	24/00942/ADV

Particulars and location of development:

Internally illuminated fascia and acrylic letters on windows and door

65 Castle Street Hinckley Leicestershire LE10 1DA

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 proposed fascia and advertisements propose an over proliferation of unnecessary advertisements which result in a detrimental impact to the visual amenity and character of the area. The proposal is therefore not in accordance with Policy DM10 and DM23 of the SADMP.
2. The proposal is considered to cause detrimental impacts to the Hinckley Town Centre Conservation Area and does not provide any public benefit to outweigh the less than substantial harm attributed to this. As such the proposal is considered in conflict with Policy DM11 and DM12 of the SADMP and paragraph 208 of the NPPF.

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

Date : 2 December 2024



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.