DELEGATED REPORT

Recommendation Made: 8 May 2009

Reference:- 09/00235/ADV **Parish:- Markfield Parish Council**

Applicant:-

One The Beacons
Beaconsfield Road
Hatfield
Hertfordshire

Location:- P E Hockenhull Garage Services Ltd 32 Shaw Lane Markfield Leicestershire LE67 9PU

Proposal:- INSTALLATION OF AN ILLUMINATED SIGN

Introduction:-

Application for advert above the proposed ATM machine (application ref: 09/00234/ful) to front left hand side of service station. Service station accessed off A511, bounded by residential development on either side. Large car sales showroom and forecourt also on site. Advert will be of simple design, using a pallet of three colours. It will be illuminated by an 18 watt fluorescent tube, situated above.

Consultations:-

No Objections have been received from:-
Parish Council
Neighbours

Development Plan Policies:-

Hinckley and Bosworth Local Plan

BE1 - Design and Siting of development

Circular 03/07: Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Appraisal:-

As the proposed advert will be of small scale, simple design, located on a commercial building and situated in an inconspicuous position away from the highway, there will be no adverse impacts on either visual amenity or the character of the area. Accordingly the proposal is considered acceptable..

Recommendation:- Consent to Display Advertisement subject to the conditions overleaf :-

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 public or highway safety, or visual amenity.
Hinckley & Bosworth Borough Council Local Plan (2001) :- BE1

Reasons :-
Notes to Applicant:-

5 List of plans used in the determination of this application:- CTS0027; OS Sitemap scale 1:1250
Contact Officer:- Eleanor Shaw Ext 5691