Hinckley & Bosworth Borough Council

A Borough to be proud of

Town and Country Planning (Control of Advertisements) Regulations 1992

REFUSAL OF ADVERTISEMENT CONSENT

Name and Address of Applicant
Mr Trevor Hollingworth
Thorntons PLC
Thornton Park
Somercotes
Alfreton
Derbyshire
DE55 4XJ

Name and Address of Agent (if any)

Part I - Particulars of Application

Date of Application	**Application No.**
16 June 2008	08/00608/ADV

Particulars and location of development:

ERECTION OF CORPORATE BRANDING BANNER.

Woodlands Nurseries Ashby Road Stapleton Leicester Leicestershire

Part II - Particulars of decision

In pursuance of the above-mentioned Regulations, the Hinckley and Bosworth Borough Council refuses consent to the display of the advertisement referred to in Part I hereof for the following reason(s):-

1. In the opinion of the Local Planning Authority, the proposed advertisement contributes to an inappropriate proliferation of signage at the access to the site and by virtue of its size, siting, design and method of construction is detrimental to the visual amenities and character of this rural locality and to highway safety contrary to policy BE1 and NE5 of the adopted Hinckley and Bosworth Local Plan.

2. The approval of this advertisement would set a precedent for the consideration of further applications of a similar nature, to which the Local Planning Authority would also object, but which would consequently be difficult to resist.

NOTES TO APPLICANT:-

1. The applicant is advised that the sign must now be removed from the site as soon as possible.

T. M Prowse

TREVOR PROWSE
PROPER OFFICER OF THE COUNCIL

Date:- 16 September 2008