HINCKLEY & BOSWORTH BOROUGH COUNCIL

Town and Country Planning (Control of Advertisements) Regulations 1992

REFUSAL OF ADVERTISEMENT CONSENT

Name and Address of Applicant
Mr R Islam
91 Trinity Lane
Hinckley
Leicestershire
LE10 0BL

Name and Address of Agent (if any)
Richard Morrell
156 Factory Road
Hinckley
Leicestershire
LE10 0DS

Part I - Particulars of Application

Date of Application	**Application No.**
2 January 2008	08/00001/ADV

Particulars and location of development:

ERECTION OF ILLUMINATED SIGN

91 Trinity Lane Hinckley Leicestershire LE10 0BL

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 proposal is of a poor, incongruous design by reason of its size, materials and the lack of visual sensitivity in relation to the building on which it will be displayed. It would therefore represent an unsympathetic signage out of keeping with the appearance and character of the Hinckley Town Centre Conservation Area. Therefore the proposal does not accord with Policies BE1 and BE11 of the adopted Hinckley & Bosworth Borough Council Local Plan and the adopted Supplementary Planning Guidance relating to Shopping and Shop Fronts.

NOTES TO APPLICANT:-

1. The Local Planning Authority is aware that an unauthorised illuminated advertisement is currently being displayed on the premises. The applicant should be aware that this matter has been referred to the Hinckley & Bosworth Borough Council Planning Enforcement Team for further action.

2. The Local Planning Authority maybe prepared to consider more favourably a revised proposal for more restrained advertising material which respects the architectural features of the building and is sympathetic to the Conservation Area.

T. M Prowse

Date:- 7 March 2008

TREVOR PROWSE
PROPER OFFICER OF THE COUNCIL

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