SALLY WALTHAM
BA (Hons) F.C.I.H.
Director of Housing & Planning Services

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SOUTH HOLLAND DISTRICT COUNCIL
HOUSING & PLANNING SERVICES DEPARTMENT

Town and Country Planning Act 1990

Advertisement Refusal

Reference: H09/1328/00 Received: 21-NOV-00 Type: ADVERTISEMENT

Name: Primelight Advertising Ltd.
3 Waterhouse Square
138 - 142 Holborn
London EC1N 2NY

Agent: Primelight Advertising Ltd.
3 Waterhouse Square
138 - 142 Holborn
London EC1N 2NY

Description: Internally illuminated advertising display unit (retrospective)
Location : 27 Fleet Street Holbeach
Spalding Lincs

South Holland District Council hereby give notice that CONSENT HAS BEEN REFUSED for the display of the advertisement(s) for the following reason(s):

1. The majority of existing advertisements within this part of Holbeach are sympathetic with the building upon which they are installed in terms of appearance and degree of illumination. In the opinion of the Local Planning Authority the proposed internally illuminated display unit is seriously detrimental to the visual amenities and character of this part of Holbeach in terms of it's position, scale and degree of illumination. It would also encourage further applications of a similar nature which would then be hard to resist, and which would exist to the detriment of the character of the area.

2. As such, the proposal is considered to be contrary to South Holland District Local Plan Policy E9. This policy indicates that new signage should be sympathetic to the general character of the area in which it is situated.

The determined plans are:-
1:200 plan, 1:100 elevational plan and unit specification received 10 November 2000.
1:1250 plan received 21 November 2000.

• **SALLY WALTHAM**
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HOUSING & PLANNING
SERVICES DEPARTMENT

Director of Housing and Planning Services
06 FEB 2001

H09/1328/00

This decision refers only to that required for the purposes of the Town and Country Planning Acts and not for Building Regulations or any other legislation. See enclosed notes relating to rights of appeal.

Town and Country Planning Act etc

DRAFT REFUSAL

Reference H09/1328/00 Received: 21-NOV-00 Type: ADVERTISEMENT

Name: Primelight Advertising Ltd.
3 Waterhouse Square
138 - 142 Holborn
London EC1N 2NY

Agent: Primelight Advertising Ltd.
3 Waterhouse Square
138 - 142 Holborn
London EC1N 2NY

Description: Internally illuminated advertising display unit (retrospective)
Location : 27 Fleet Street Holbeach
Spalding Lincs

South Holland District Council hereby give notice that permission has been refused etc for the following reasons:

The determined plans are:-

The majority of existing advertisements within this part of Holbeach are sympathetic with the building upon which they are installed in terms of appearance and degree of illumination. In the opinion of the Local Planning Authority the proposed internally illuminated display unit is seriously detrimental to the visual amenities and character of this part of Holbeach in terms of it's position, scale and degree of illumination. It would also encourage further applications of a similar nature which would then be hard to resist, and which would exist to the detriment of the character of the area.

As such the proposal is considered to be contrary to South Holland District Local Plan Policy E9. This policy indicates that new signage should be sympathetic to the general character of the area in which it is situated.

~~The applicant be advised that if the sign is not removed within one calendar month of the date of this decision notice legal action will be taken to secure its removal.~~

Sw Determined Plans + 1:200
1:1250 plans rec'd 21/11/00 and 10/11/00 respectively.
1:100 elevational plan rec'd 10/11/00
Unit specification rec'd 10/11/00

Director of Housing and Planning Services
19 JAN 2001

H09/1328/00

UNS 25-1-01.