SOUTH HOLLAND DISTRICT COUNCIL

Council Offices
Priory Road
Spalding
Lincolnshire
PE11 2XE

contacts:
admin: 01775 764723
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planningadvice@sholland.gov.uk
www.sholland.gov.uk

FILE COPY

Town and Country Planning Act 1990

Advertisement Consent

Reference: H16-0133-15 **Received:** 23rd February 2015 **Type:** ADVERTISEMENT

Name: Whitbread Plc
Whitbread Court
Houghton Hall Business Park
Porz Avenue
Dunstable
Beds
LU5 5XE

Agent: Vado Associates Ltd.
Bloxham Mill
Bloxham
Barford Rd
Banbury
OX15 4FF

Description: Proposed signage

Location : Brewers Fayre & Premier Inn Land off Cowbit Road
East of Barrier Bank Spalding

South Holland District Council hereby give notice that CONSENT HAS BEEN GRANTED for the display of advertisements in accordance with the application and plans submitted, subject to the following conditions:

1 (a) All advertisements displayed and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority;
(b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
(c) Where any advertisement is required under the Regulations to be removed, the removals shall be carried out to the reasonable satisfaction of the Local Planning Authority;
(d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
(e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).
(f) This consent shall be for a period of five years.

Reason: As required by the Town and Country Planning (Control of Advertisements) Regulations 1992.

2 The development hereby permitted shall be carried out in accordance with the following approved

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plans:
Site plan submitted with the application, 1319/01 rev C, Drawings pages 2, 3, 4, 5, 6, 7, 8, 9 submitted with the application and block plan 1:500, block plan 1:1000 submitted with the application and in accordance with the amended details submitted by the agent Steven Flemming of Vado Associates Ltd dated 3rd June 2015 withdrawing signs G, J and 6.

Reason: For the avoidance of doubt and in the interests of proper planning.

3 The signs annotated as G, J and 6 on the plans and within the application shall not be erected/displayed at any time.

Reason: The signs are on land which the applicant has not demonstrated to be within their control, and for the avoidance of doubt and in the interests of proper planning.

The Local Planning Authority has acted positively and proactively in determining this application by assessing the application against all material considerations, including national guidance, planning policies and representations that have been received during the public consultation exercise and subsequently determining to grant planning permission in as timely a manner as possible in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Copies of all documentation submitted in connection with this application can be viewed online at www.sholland.gov.uk/doitonline/plandev/plansearch.aspx.

Paul Jackson
Planning Manager
18th June 2015 **H16-0133-15**

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.