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SOUTH HOLLAND DISTRICT COUNCIL
HOUSING & PLANNING SERVICES DEPARTMENT

Town and Country Planning Act 1990

Advertisement Refusal

Reference: H16/0718/99 Received: 19-JUL-99 Type: ADVERTISEMENT

Name: Macs Neighbourhood Centres Ltd
Graham House
7 Wyllyotts Place
Potters Bar
Herts EN6 2JD

Agent: Jeffrey Taylor Associates
16-18 Chequer Street
St Albans
Herts
AL1 3YD

Description: Free standing sign

Location : The Neighbourhood Centre 1 Clover Way
Wygate Park Spalding

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 In the opinion of the Local Planning Authority, the proposed sign would be a visually dominant and intrusive feature in the streetscene detrimental to the visual amenities of the locality. As such, the proposal would be contary to Policy E9 of the South Holland District Local Plan which states, amongst other things, that the District Council will grant express consent for advertisements that contribute to the quality of their settings providing such advertisements are in keeping with the general character of the area and would not cause detriment to the amenity of the surrounding area by virtue of the proposed degree of illumination or the duration of illumination.

The determined plans are:-
Site Location Plan, dwg nos. 374/D/03 & 374/D/50 received on 19 Jul 99.

Director of Housing and Planning Services
13 SEP 1999 H16/0718/99

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

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AL1 3YD

Description: Free standing sign

Location : The Neighbourhood Centre 1 Clover Way
Wygate Park Spalding

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

1 In the opinion of the Local Planning Authority, the proposed sign would be a visually dominant and intrusive feature in the streetscene detrimental to the visual amenities of the locality. As such, the proposal would be contary to Policy E9 of the South Holland District Local Plan which states, amongst other things, that the District Council will grant express consent for advertisements that contribute to the quality of their settings providing such advertisements are in keeping with the general character of the area and would not cause detriment to the amenity of the surrounding area by virtue of the proposed degree of illumination or the duration of illumination.

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