FILE COPY

SOUTH HOLLAND DISTRICT COUNCIL

Chris Simpkins
Chief Executive
Terry Huggins
Director of Customer Services
Bob Atkins
Director of Corporate Services

Town and Country Planning Act 1990

Advertisement Refusal

Reference: H23/0956/01 Received: 17-AUG-01 Type: ADVERTISEMENT

Name: Kens Cycles
96 Wignals Gate
Holbeach
Spalding
Lincs PE12 7HR

Agent: Kens Cycles
96 Wignals Gate
Holbeach
Spalding
Lincs PE12 7HR

Description: Advertising board (Retrospective)

Location : Willow Tree Farm Spalding Road
Holbeach

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 sign by virtue of its size, position and location is harmful to the visual character of the surrounding area, which is open countryside. It is thereby contrary to Policy E9 of the adopted South Holland District Local Plan, which seeks to ensure that all signage is in keeping with its surroundings. The proposal would also, if permitted, encourage further applications of a similar nature, which would then be hard to resist.

2 The sign would if permitted, lead to a proliferation of similar signage which would have the potential of distracting drivers, to the detriment of highway safety.

The determined plans are:-
Site location plan received 17 August 2001.

Director of Customer Services
08 OCT 2001

H23/0956/01

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.

Council Offices
Priory Road
Spalding
Lincolnshire
PE11 2XE

Telephone: (01775) 761161
Fax: (01775) 711253
Email: Info@sholland.gov.uk

Town and Country Planning Act etc

DRAFT REFUSAL

Reference H23/0956/01 Received: 17-AUG-01 Type: ADVERTISEMENT

Name: Kens Cycles
96 Wignals Gate
Holbeach
Spalding
Lincs PE12 7HR

Agent: Kens Cycles
96 Wignals Gate
Holbeach
Spalding
Lincs PE12 7HR

Description: Advertising board (Retrospective)

Location : Willow Tree Farm Spalding Road
Holbeach

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

1 The sign by virtue of its size, position and location is harmful to the visual character of the surrounding area, which is open countryside. It is thereby contrary to Policy E9 of the adopted South Holland District Local Plan, which seeks to ensure that all signage is in keeping with its surroundings. The proposal would also, if permitted, encourage further applications of a similar nature, which would then be hard to resist.

2 The sign, would if permitted, lead to a proliferation of similar signage which would have the potential of distracting drivers, to the detriment of highway safety.

The determined plans are:-

1. location plan received on 17 Aug 01

Director of Customer Services
04 OCT 2001

H23/0956/01

WS 8-10-01