

Item No. 11

APPLICATION NUMBER	CB/16/03178/ADV
LOCATION	Holiday Inn Express Dunstable, London Road, Dunstable, LU6 3DX
PROPOSAL	Advertisement Consent: Illuminated free-standing advertisement.
PARISH	Caddington
WARD	Caddington
WARD COUNCILLORS	Cllrs Collins & Stay
CASE OFFICER	Dee Walker
DATE REGISTERED	03 August 2016
EXPIRY DATE	28 September 2016
APPLICANT	L & G Signs Ltd
AGENT	L & G Signs Ltd
REASON FOR COMMITTEE TO DETERMINE	Ward Councillor call in - visual impact on nearby Green Belt and AONB
RECOMMENDED DECISION	Advertisement - Grant

RECOMMENDATION

That Advertisement Consent be GRANTED subject to the following

RECOMMENDED CONDITIONS / REASONS

- 1 This consent is limited to a period of five years from the date of this decision.

Reason: To comply with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2 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.
- 3 No advertisement shall be sited or displayed so as to -
 - a. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

6 Where any advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: Conditions 2-6: To comply with the provisions of Schedule 2 (Regulation 2 (1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7 This consent relates only to the details shown on the submitted plans, numbers 11559a, 11559b, 11559c, 11559d.

Reason: To identify the approved plan/s and to avoid doubt.

Statement required by the Town and Country Planning (Development Management Procedure)(England) Order 2015 – Part 5, Article 35

Discussion with the applicant to seek an acceptable solution was not necessary in this instance. The Council has therefore acted pro-actively to secure a sustainable form of development in line with the requirements of the Framework (paragraphs 186 and 187) and in accordance with the Town and Country Planning (Development Management Procedure) (England) Order 2015.

INFORMATIVE NOTES TO APPLICANT

1.

[Note: In advance of consideration of the application the Committee were advised of the following information which was contained in the Late Sheet that Dunstable Town Council had no objections.]