

Item No. 15**SCHEDULE C**

APPLICATION NUMBER	CB/11/00979/ADV
LOCATION	29B Hitchin Road, Upper Caldecote
PROPOSAL	Advertisement: 1 No flat plate signage
PARISH	Northill
WARD	Northill and Blunham
WARD COUNCILLORS	Cllrs Caroline Maudlin & Tricia Turner
CASE OFFICER	Dee Walker
DATE REGISTERED	23 March 2011
EXPIRY DATE	18 May 2011
APPLICANT	BM Enterprises
AGENT	ICS Design Ltd
REASON FOR COMMITTEE TO DETERMINE	Applicant related to Cllr C Maudlin

RECOMMENDED DECISION	Advertisement - Granted
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Reasons for Granting

In conclusion, the scheme by reason of its site, design and location is in conformity with Policy DM3 of the Central Bedfordshire Core Strategy and Development Management Policies 2009; Planning Policy Guidance 19 (1992). It is therefore considered **acceptable** and that advertisement consent should be granted subject to conditions.

RECOMMENDATION

APPROVE Advertisement Consent for the application set out above subject to the following condition(s):

- 1 This express consent shall expire at the end of a period of three years from the date of the consent.

Reason: To comply with the provisions of Regulation 16(2)(c) of the Town and Country Planning (Control of Advertisements) Regulations 2007.
- 2 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.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.
- 3 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.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 4 Where an 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: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 5 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.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) Regulations 2007.

- 6 No advertisement shall be sited or displayed so as to

- endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: Standard condition required by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

- 7 The sign hereby approved shall be finished in non-reflective materials.

Reason: To avoid undue distraction to road users in the interests of road safety.

- 8 The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers 120110/01, 120110/02, 120110/06 Rev.2, CBC/001.

Reason: For the avoidance of doubt.

Notes to Applicant

1. Please note that the unnumbered drawings submitted in connection with this application have been given unique numbers by the Local Planning Authority. The numbers can be sourced by examining the plans on the View a Planning Application pages of the Council's website www.centralbedfordshire.gov.uk.