

## Item No. 19

<b>APPLICATION NUMBER</b>	<b>CB/12/00356/ADV</b>
<b>LOCATION</b>	<b>10 Market Square, Potton, Sandy, SG19 2NP</b>
<b>PROPOSAL</b>	<b>Advertisement Consent: Board advertisement on wall (retrospective)</b>
<b>PARISH</b>	<b>Potton</b>
<b>WARD</b>	<b>Potton</b>
<b>WARD COUNCILLORS</b>	<b>Cllrs Mrs Gurney &amp; Zerny</b>
<b>CASE OFFICER</b>	<b>Clare Golden</b>
<b>DATE REGISTERED</b>	<b>05 April 2012</b>
<b>EXPIRY DATE</b>	<b>31 May 2012</b>
<b>APPLICANT</b>	<b>Mrs King</b>
<b>AGENT</b>	
<b>REASON FOR COMMITTEE TO DETERMINE</b>	<b>Cllr Zerny has called the application to the Development Management Committee on the grounds that the sign is out of character with the conservation area.</b>
<b>RECOMMENDED DECISION</b>	<b>Advertisement - Granted</b>

### Recommendation

That Advertisement Consent be **Granted** subject to the following:

- 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 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.
- 3 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.
- 4 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.
- 5 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.

- 6 The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers: CBC/001; CBC/002; ML/1; ML/2.

Reason: For the avoidance of doubt.

### **Reasons for Granting**

The proposal, by reason of its siting, design and location would have no adverse impact on the surrounding visual amenity, conservation area or highway safety and is in conformity with Policy DM3 of the Core Strategy and Development Management Policies, 2009 and the Adopted Design Guide SPD, 'Design in Central Bedfordshire: Shopfronts and Signage', 2010, and the National Planning Policy Framework, 2012.

### **NOTE**

(1) In advance of the consideration of the application the Committee were advised of additional representations received from adjacent occupiers, a letter from Potton Town Council confirming their reason for objection