BOSTON
BOROUGH COUNCIL
Municipal Buildings, West Street, Boston, Lincolnshire, PE21 8QR

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007**

**APPLICATION DECISION NOTICE**

**Application Reference: B/21/0449**

| | | | |
|---|---|---|---|
| Applicant: | Mr James McDonald<br>Cash Converters<br>8-10 Widebar Gate<br>Redwood Lane<br>Sheffield<br>S2 3EN | Agent: | Mr Richard Jenkinson<br>Capricorn Displays Limited<br>R3 Riverside Building<br>Sheaf Bank Business Park<br>Sheffield<br>S2 3EN |

In pursuance of the powers exercised by it as Planning Authority, Boston Borough Council, having considered your application to:-

**Advertisement Consent for the installation of 1no. non-illuminated fascia sign at 8-10 Wide Bargate, Boston, PE21 6RF**

and in accordance with this notice and the particulars given in the application, do hereby give notice of its decision to **GRANT Advertisement Consent** for the said works subject to compliance with the following conditions:-

1. This consent expires after 5 years from the day consent was initially granted.

   Reason: Required to be imposed by Section 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The development hereby permitted shall be carried out in strict accordance with the associated plans referenced:

   ▪File 13-1 Front Visual (received 07/01/2022)

   Reason: To ensure the development is undertaken in accordance with the approved details, and to comply with Policies 2, 3 and 29 of the South East Lincolnshire Local Plan (2011-2036), and guidance contained in the National Planning Policy Framework (February 2021).

3. (i) 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.

   (ii) 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.

   (iii) 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.

   (iv) 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.

   (v) Where an advertisement is required under this permission to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

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

In determining this application the authority has taken account of the guidance in paragraph 38 of the National Planning Policy Framework (2021) in order to seek to secure sustainable development that improves the economic, social and environmental conditions of the Borough.

**B/21/0449**

Dated: 14 January 2022

**Mike Gildersleeves**
**Assistant Director – Planning**
**Boston Borough Council and East Lindsey District Council**

**B/21/0449**

## IMPORTANT NOTES

If you are aggrieved by any of the conditions attached to this consent you may pursue an appeal to the Secretary of State for the Environment under Section 78 of the Town & Country Planning Act 1990 (as modified by the Town & Country Planning (Control of Advertisements) Regulations 1992). However it is suggested that you speak, in the first instance, to the Planning Officer who dealt with your application for further advice.

If you want to appeal, then you must do so within eight weeks of the date of this notice. You can apply online at https://acp.planninginspectorate.gov.uk/, or obtain a copy of the form from;
The Planning Inspectorate,
Customer Services Team,
Temple Quay House,
2 The Square,
Bristol,
BS1 6PN

Tel: 0330 444 5000.
Email: enquiries@planninginspectorate.gov.uk

You can also submit your appeal online at www.planningportal.gov.uk.

The Secretary of State can allow a longer period for giving notice of an appeal but he will not normally be prepared to use this power unless there are special circumstances, which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to him that the Local Planning Authority could not have granted consent for the proposed advertisement without the conditions it imposed, having regard to the Regulations and to any direction given under them.

In practice, the Secretary of State does not refuse to consider appeals solely because the Local Planning Authority based its decision on a direction given by him.

A person who displays an advertisement in contravention of the Town & Country Planning Act 1990 section 224(3), guilty of an offence and liable on summary conviction to a fine not exceeding level 3 on the standard scale of fines (Currently £1,000) and in the case of a continuing office £100 for each day during which the offence continues after conviction.

**THIS IS A LEGAL DOCUMENT - PLEASE RETAIN IN A SAFE PLACE, PREFERABLY WITH YOUR DEEDS**