

---

<b>REPORT TO:</b>	<b>DEVELOPMENT CONTROL COMMITTEE</b>	<b>AGENDA</b>	<b>10</b>
<b>DATE OF MEETING:</b>	<b>24<sup>th</sup> July 2001</b>	<b>ITEM:</b>	
<b>REPORT FROM:</b>	<b>Deputy Chief Executive</b>	<b>CATEGORY: DELEGATED</b>	
<b>MEMBERS'</b>		<b>OPEN</b>	
<b>CONTACT POINT:</b>	<b>RAFE SHIRLEY (EXT. 5750)</b>	<b>DOC:</b>	
<b>SUBJECT:</b>	<b>Unauthorised display of fascia sign at the front of the café at 7 West Street, Swadlincote</b>		
<b>REF:</b>	<b>E/2001/1</b>		
<b>WARD AFFECTED:</b>	<b>Swadlincote</b>		

---

### 1.0 Purpose of Report

1.1 To obtain the instructions of the Development Control Sub-Committee.

### 2.0 Content

2.1 Site inspections were carried out at the above location.

2.2 The premises form the central unit of a range of retail units fronting The Delph, Swadlincote and has recently been converted into a café. It is situated within Swadlincote Conservation Area.

2.3 The fascia sign displayed in connection with the use is both appreciably larger than those displayed on the adjoining units and contains a character materially in excess of 0.75 metre in height. The sign therefore requires the consent of the Council to be displayed.

2.4 The matter has been drawn to the attention of the occupier of the property but no action has been taken to either remove or modify the sign or to submit a regularising application for express consent for its retention.

2.5 A plan of the site which is approximately 86 square metres in area is attached at Annexe A.

### 3.0 Financial Implications

3.1 Should legal proceedings prove necessary the Council may be subject to certain costs.

### 4.0 Conclusions

4.1 The display of the advertisement is harmful to the appearance of Swadlincote Conservation Area because of its inappropriate design and size contrary to the following development plan policies: Derbyshire Structure Plan Environment Policy 9 and South Derbyshire Local Plan Environment Policy 12.

4.2 It is open to the Development Control Sub-Committee to authorise the Legal and Member Services Manager to institute the necessary prosecution to secure the removal of the sign.

5.0 **Recommendation**

5.1 That the Sub-Committee authorises the institution of an appropriate prosecution to secure the removal of the signs.

6.0 **Background Papers**

6.1 Enforcement file E/2001/1