

**TOWN AND COUNTRY PLANNING ACT 1990**  
**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATION 2007**

<b>Application number:</b>	22/00035/ADV
<b>Validated on:</b>	14 <sup>th</sup> January 2022
<b>Site address:</b>	39A London Road
<b>Proposal:</b>	Upgrade of existing advert to support digital 'D poster' advert (internally illuminated)

In pursuance of its powers under the above-mentioned Act and Regulations the City Council as the Local Planning Authority **GRANT CONSENT** to the advertisement/s specified above.

**Condition 1**

This consent shall expire on 5 years from the date of the decision notice.

**Reason**

To comply with the requirements of Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and in the interests of the visual amenity of the area

**Condition 2**

The development hereby permitted shall be carried out in accordance with the application form, site location plan (7120-PA-01), Existing site plan (02) ,Proposed site plan (03) and Existing and proposed elevations (04) dated December 2021 except where these may be modified by any other conditions attached to this permission.

**Reason**

To ensure that the development is carried out in accordance with the approved plans.

**Condition 3**

The proposed advert shall only have static illumination which shall be no greater than 1000cd/m2

**Reason**

To preserve the amenity of the area and in the interests of highway safety

Consent is granted subject to the standard conditions specified in Schedule 2 of Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as set out below.

1. 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.
2. 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.
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.

4. 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.
5. 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.



**Jon Bishop**

Planning and Development Control Manager

**Decision date: 11<sup>th</sup> March 2022**

**PLEASE SEE NOTES SET OUT IN THE ENCLOSED LEAFLET**