

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

Application number:	22/00557/ADV
Validated on:	1 st June 2022
Site address:	21 Eastgate Street
Proposal:	Replacement of existing signage with new branded signage, window graphics and digital screen

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 and drawing numbers E7239-EX-E1 (existing elevations) , E7239-GA-D1 (signage details proposed), 7239-GA-E1A (proposed elevations), context appraisal received by the Local Planning Authority June 1st 2022 and the amended heritage statement received by the Local Planning Authority 29th June 2022 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.

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: 18th July 2022

PLEASE SEE NOTES SET OUT IN THE ENCLOSED LEAFLET