

Recommendation: **GRANT ADVERTISEMENT CONSENT**

DM21 Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - no objection

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 19

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

7.1 The matters to be considered for advertisements, as defined by the Advertisement Regulations, relate only to the impact on public safety and amenity.

(i) Effect on Public Safety

7.2 The Development Engineer has no objection. The scheme is an upgrade of the existing adverts on the site.

(ii) Effect on Amenity

7.3 The scheme is essentially a replacement scheme and upgrade in approach. There is not considered to be any detriment to amenity.

8 Conclusion

8.1 The proposed advertisements are considered acceptable.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00661 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) 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: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 No part of the advertisements shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area.
- 7 The advertisements shall only be illuminated during the opening hours of the premises.
Reason: In the interests of the amenities of the area.
- 8 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application form
Proposed PFS Signage 7295_PL02 A
Site Plan 7295_PL05
Planning Statement

Reason: - To ensure provision of a satisfactory development.