

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Appeal

Appellant's Statement

Appeal by JCDecaux UK Limited (JCD) against the refusal of advertisement consent for the Display of a Media Wall measuring 39m x 6m at the St Giles Hotel London.

JCD Ref: A01031

LBC Ref: 2015/3210/A

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1.0 Introduction

- 1.1 On the 5th June 2015 JCDecaux UK Limited (“the Appellant”) submitted an application for advertisement consent to install a media wall on the external façade of the St Giles Hotel, which is situated on Tottenham Court Road to the north of St Giles Circus central London.
- 1.2 The media wall or digital screen is to be used for the purpose of displaying images is an advertisement for the purpose of the Town and Country (Control of Advertisements) England Regulations 2007 (“the Regulations”). The application therefore was submitted pursuant to regulation 9 of the Regulations through the Planning Portal. The application was formally registered under LPA reference 2015/3210/A.
- 1.3 The application details included plans and particulars of the display screen and the appeal site together with photographs of the site and immediate surroundings and an illustration of the position of the screen on the building’s facade.
- 1.4 No further correspondence was received or sent on the matter and the application was refused by notice dated the 24th August 2015. A copy of the decision notice is attached to the appeal papers.
- 1.5 The reasons for refusing consent are based upon amenity and public safety matters, the only two relevant criteria applicable in such cases. In light of this decision and the express requirements of regulation 3 of the Regulations, the Appellant believes that there are three issues for the Inspector to determine at this appeal, which are:
 - Would the proposal have a detrimental impact on the appearance and architecture of the building?
 - Would the proposal harm the character and appearance of this part of the City?
 - Would the proposed advertisement create a hazard for road users?

- 1.6 The Appellant considers that each of these issues should be answered in the negative. A summary of the Appellant's grounds is set out at the conclusion of this Statement (Section 5) however in summary, the Appellant does not accept that the proposal will detrimentally affect the appearance and architecture of the hotel building, rather that the shape and extent of the media wall has been designed to fit the buildings architecture. The hotel building is an extensive complex occupying a large island site and featuring a number of significant stepped tower blocks. This proposal will be confined to the western façade and represent a relatively small part of the overall mass of the building. The existing western frontage is not an attractive façade, this proposal is intended to redefine this aspect of the building, to enliven the current view and create a more attractive and visually stimulating identity. The appellant also rejects the view that the local area is inappropriate for this manner of development, given the central and predominantly commercial nature of Tottenham Court Road.
- 1.7 In respect of public safety the appellant submits that this type of development in the context of the surrounding area would not represent a danger to the public or road users. The expectation of seeing lit commercial messages within main commercial centres such as London is very high and drivers' would not see the proposal as so unusual or diverting feature as to cause a hazard.
- 1.8 This appeal is to be dealt with by way of the written representation procedure, therefore this statement together with the details and commentary contained within the application document, sets out the full details of the Appellants case.

2.0 Site and Surroundings

- 2.1 The application site comprises a hotel and casino at Bloomsbury Central on the east side of Tottenham Court Road between Great Russell Street and Bedford Avenue.
- 2.2 The hotel building dates from 1971 and was designed by the architects Elmsworth Sykes Partnership. The hotel design is an uncompromising expression of brutalist architecture and built as part of a subsidised initiative to increase hotel accommodation in central London. The building comprises a series of four connecting towers above a concrete podium that fills the entire site area. The ground level is undistinguished and consists of a series of shops and entrances with a horizontal band of dark windows at its first level set within a robust concrete podium which is used as a casino.
- 2.3 The blocks vary in height from 7-storeys at the rear, 9 at Tottenham Court Road and up to 10 and 13-storeys in the centre. Each is tapered at either end in stages so that every room is provided with a view of the street looking either north or south. The blocks are held high above and seemingly detached from the podium by industrial-looking concrete piers, which project them out over the street. The concrete podium is the location for the proposed media screen and will run the entire length of the Tottenham Court Road frontage and include short returns at the Bedford Avenue and Great Russell Street junctions. The application site is not within a conservation area however there are conservation areas located on the west side of the road (Hanway Street CA) and behind the premises (Bloomsbury CA).
- 2.4 The surrounding area is mixed in land use but predominantly commercial in nature with retail being the predominant activity at ground and first floor level. The hotel is situated within the St Giles and Holborn Area in the heart London's West End in what is a vibrant commercial environment subject to considerable regenerative change. The building frontage lies within the Central London Area; Central Activity Zone and one of the Central London Frontages as identified by LB Camden. The immediate surroundings present a mix of building type and styles, all of which are commercial in character and

large in scale. Retail uses and other night time activity uses make this an area that is lively and busy throughout the day. Tottenham Court Road is home to many niche retail outlets and has long been associated with audio visual and the digital media market. To the south of the appeal site is the Dominion theatre and beyond which is St Giles circus, which marks the convergence of Tottenham Court Road, New Oxford Street and Charing Cross Road by Centre Point.

- 2.5 There are two conservation areas within the local area, one to the rear of the appeal site (Bloomsbury CA) and the other on the west side of Tottenham Court Road, directly opposite the appeal site (Hanway Street CA). Despite its inclusion in the conservation area, the road frontage of the Hanway Street CA comprises a modern designed four storey retail parade that makes a neutral contribution to the CA and obscures any views of the more interesting buildings behind the street frontage. The significant buildings and important aspects of the CA lie within Hanway Place. The retail parade opposite the appeal site, as with other modern retail premises along the road, creates an active and visible shop display area with a glazed frontage up to second floor level. St Giles Circus is currently subject to extensive transport and environmental improvement works, which once complete, will create an open public space and train entrance. Overall the areas character and appearance is highly commercial and characterised by a diversity of uses and visual stimuli.

3.0 The Proposed Development

- 3.1 The proposed media wall is designed to appear as a seamless addition to the building and intended to create a new and exciting identity befitting the vibrancy and excitement of London's West End. The installation will use digital screen technology to display static images of products and goods found within the retail environment. The display content is not exclusively for commercial products that are unrelated to the appeal site and will on occasions be used to promote the Hotel and the various separate establishments that occupy various premises on the site.
- 3.2 The screen is made up of a series of RGB LED modules that enable the automatic change of the images at regular intervals. The LED's incorporate Power Factor Correction (PFC) technology to maximize the efficiency of the power connections. The units are RoHS approved and completely devoid of hazardous materials and easier to recycle at end of life in accordance with the WEEE directive (Europe) on the recycling of electrical and electronic waste. The screen will be entirely operated using Green energy, providing a 50-70% reduction in electricity consumption compared with traditional fluorescent and incandescent lighting alternatives.
- 3.3 Increasingly architects are applying architectural lighting to enliven otherwise drab buildings to create interest and enliven building facades. Architectural lighting can create dramatic effects through the highlighting of distinctive features of a building to give a striking night time identity. Feature lighting will complement the proposed screen and will be used to provide up lighting to the building façade to add vibrancy and visual interest. The architecture of the building and the prominent projecting podium structure provide the platform for the proposed media screen, which the screen affixed to the external structure of the podium and so appear as an integral part of the building. The screen will display static images only and there will be no dynamic content such as the screens at Piccadilly Circus where the images are constantly changing and moving.

- 3.4 The screen can also be used to display instant messages to alert travellers to security alerts and warnings, road closure and traffic delays, forming part of a wider network of information displays in partnership with Transport for London. The screen can also be used to display visual art to complement the vibrancy of this part of the West End, particularly at night time when the various retail, restaurant and entertainment premises are fully lit and on show. The proposed media wall will complement the area and identify the Circus as a memorable destination, a meeting place and a London focal point.
- 3.5 The lighting level of the proposed screen can be effectively controlled to ensure the output is appropriate to the local context. The detail in the application suggests a maximum night time luminance of 600Cdm², however recent changes in the recommended limits suggested by the Institute of Lighting Professionals (ILP) would indicate that a level of 450Cdm² during the hours of darkness is more appropriate. A control card is used to automatically modulate the brightness intensity of the screen and to trigger ventilation only when necessary. Between the hours of 1:00 am and 6:00 am the screen will not be used to display commercial messages but will display a single colour to match the building façade lighting and incorporate the St Giles logo. During the night time hours the screen will operate at a much lower luminance level with the brightness dimmed to 150Cdm².
- 3.6 Overall, it is considered that the proposal would appear as an inspiring modern addition to the townscape that will not harm visual amenity but instead enhance the local character. The proposed development will enliven the street scene and provide a building that creates visual interest and an innovative addition to this part of London.

4.0 Policy Considerations

4.1 The stated reasons for refusing consent, as articulated in the LPA decision notice and the Policies cited therein, are based on a perceived harm to visual amenity and public safety and conflict with development plan policies. Local policy and guidance is not decisive in advertisement applications but they can be material factors where the policy aims are applicable and related to amenity and public safety matters, the primary considerations in advertisement developments.¹ Nevertheless the Appellant submits that policy is supportive of the appeal proposal in several respects.

National Guidance

4.2 National Guidance on the control of advertisements is provided within paragraph 67 of the **National Planning Policy Framework** (NPPF), which has superseded the more comprehensive advice contained within the erstwhile guidance in PPG19. Whilst much of the detailed advice has been removed, the support for sustainable forms of development remains a fundamental part of the guidance. Advertising has always been seen as an important part of a diverse and vibrant market economy.

4.3 Advertising promotes businesses, both foreign and domestic, their products and services. A vibrant advertising sector contributes to sustainable economic growth by encouraging consumer confidence and consumer spending, a key component of economic growth. In this respect the development of advertising locations is consistent with the aim of sustainability in supporting a viable and a vital market. The NPPF promotes the planning system as an enabling one with paragraph 19 emphasising the role of the planning system to support economic growth:

“The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth.

¹ Regulation 3 of the Town and Country Planning (Control of Advertisements)(England) Regulations 2007/783

Therefore significant weight should be placed on the need to support economic growth through the planning system”

4.4 In respect of advertisements the NPPF states that:

“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.” (Para. 67)

4.5 More generally, relevant core planning principles of the NPPF include the aim of securing high quality design in new buildings and encouraging vitality in urban areas, both of which are embodied in the proposal. Paragraph 63 states that in determining applications, great weight should be given to innovative designs which help raise the standard of design more generally within an area. The Appellant submits that this proposal is an example of innovative development by altering an existing building of little aesthetic or architectural value and creating something that will enliven local character and distinctiveness through design. Therefore, in respect of the aims of paragraph 67, the proposal development is in accordance with the NPPF.

4.6 Specific guidance relating to advertising developments and on the interpretation of the Regulations is contained within the **Communities and Local Government Planning Practice Guidance** (“PPG”), which contains the current guidance on this subject. Section 8 of the PPG explains in greater detail the criteria for considering amenity issues in advertising proposals.

4.7 On the matter of general amenity, the PPG states that,

“...in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the

advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.”

4.8 This policy is most closely aligned with the assessment criteria under the 2007 Regulations. Issues over the design of the proposed screen, its scale and its effect on the locality are matters that have been taken fully into account and informed the development of the proposal. The context of the application site must be recognised as one of central London’s busiest streets and a primarily commercial thoroughfare. Advertising is not uncommon nor is it unexpected in such urban areas, indeed within the context of Tottenham Court Road and its historic association with digital media, it is a location that is suited to a development of this type. The local character is also influenced by the nature of the road and high volume of pedestrian and vehicular traffic passing through the area both during the day and at also during night time. The area has a vibrant night time economy and consequently remains busy and brightly lit by high level street lighting and the many retail premises and entertainment establishments that illuminate the street at night. The luminance level of the proposed screen will be controlled within accepted parameters that would make it proportionate to the environment and consistent with ILP advice.

Local Policy

Unitary Development Plan (UDP) Policies

4.9 The LPA’s decision to refuse advertisement consent, as expressed within its decision notice dated the 24th August 2015, refers to a detrimental effect on the character and appearance of the building, the street scene and the nearest conservation areas.

Furthermore the decision suggested the proposed screen would distract pedestrians and drivers to the detriment of highway safety. The decision relies upon the provisions of policies;

- CS 5 Managing the Impact of Growth and Development,**
- CS 11 Promoting Sustainable and Efficient Travel**
- CS 14 Promoting High Quality Places and Conserving our Heritage,**
- DP 21 Development Connected to the Highway Network,**
- DP 24 Securing High Quality Design and**
- DP 25 Conserving Camden's Heritage.**

4.10 The Appellant rejects the assertion that the proposal would offend these policy objectives and would submit on the basis of the preceding assessment that the development is supported by the appropriate national and local policy guidance on advertising developments. The Core Strategy policies cover all types of development within the LPA's area at a level of abstraction far removed from the detailed amenity and public safety considerations required by the 2007 Regulations.

Core Strategy

CS5 Managing the Impact of Growth and Development

4.11 This policy presents the general approach the Council will apply and seek to achieve through new development. This policy does not include detailed standards of design or layout but a more abstract application of the Council's Core Strategy. Several of the headings under the policy do have some relevant to the appeal proposal as it relates to the appearance of the area and the impact upon the locality.

4.12 Under part c) the policy seeks to promote high quality design and sustainable buildings. The proposal has been formulated to a high standard using the latest and cleanest and greenest forms of display technology. The design has been created with the purpose of ensuring the alteration would be sympathetic to the building's design to complement the existing architecture. The impact of the display screen has also been carefully

considered with the level of lighting and hours of use reduced accordingly². In this way the proposal will accord with this policy.

4.13 Core Strategy objectives in CS 07 and CS 09 recognise this differences in the appearance and function of the various areas within the Borough and seek to enhance and protect the unique character, whilst protecting amenity. The policies recognise that the southern end of the Borough in the area of Holborn and St Giles is a special Central London zone that is distinct from other parts of Camden and specific draw for visitors from across London and international tourist who come to experience the areas distinctive vibrancy and vitality. Tottenham Court Road is identified as being an extension to the West End and recognised for its association with furniture and electrical sales in addition to its thriving night time attractions.

CS 11 Promoting Sustainable and Efficient Travel

4.14 The relevance of applying this policy as a reason for refusing consent is unclear. The LPA's aspiration for the improvement to the City's transport infrastructure is not a consideration material to the determination of this proposal. The terms of the 2007 Regulations and associated guidance do not place an obligation on advertising developments to positively improve an area, rather that they should not harm the interests of acknowledged importance, as identified in the 2007 Regulations. Whilst the Appellant accepts and supports this policy aim it does not accept that the proposal would offend against it.

4.15 The hotel provides a subsidised accommodation to visitors to London and access to the YMCA Club, one of London's largest fitness centres as a nominal fee. The income from the media screen assists in providing this affordable and accessible facility.

² Refer to Appendix A

CS 14 Promoting High Quality Places and Conserving our Heritage

- 4.16 The appellant submits that the proposed addition to the St Giles hotel would not damage the character or appearance of Tottenham Court Road or long range views along the road. In terms of the impact upon the CA's mentioned in 2.3 above, it is clear that the appeal site does not lie within but adjoins two CA's and is only visible from those parts of the CA's that are themselves commercial and active. The effect of the proposal on the surrounding area and its visibility from various points within the locality is illustrated in the application document on pages 01-03, which includes a series of photographs of the site taken from various vantage points. These images demonstrate that the proposed screen will not dominate local views as the Council suggest. The shorter side displays will be readily visible principally from the north and south along Tottenham Court Road, the direction where large scale commercial developments dominant the townscape and fill both the background and foreground view. From within the Bloomsbury CA, very little of the screen will be seen and where they are see obliquely with the modern retail premises opposite provide the context and backdrop.
- 4.17 Residential occupation is limited to the east of the appeal site and those residential uses existing on the upper floors of buildings on Tottenham Court Road will see little of the display screen from an oblique view. As mentioned earlier, that part of Hanway CA facing the appeal site is not an historic façade nor a building of architecture note. The modern façade includes a glazed elevation up to the second elevation in line with the appeal site proposed screen.
- 4.18 Overall the aims of core strategy CS14 will not be offended or undermined by this development.

Development Policies

DP 21 Development Connected to the Highway Network

- 4.19 The relevance of applying this policy as a reason for refusing consent is also unclear as it is primary concerned with development affecting the roads within the Borough,

although paragraph h) can be loosely considered most pertinent. The proposal does not involve any physical works to the highway network however the display will be visible to people using the roads and streets. The displays will be clearly visible to drivers and seen on the approach to the site for some distance.

4.20 On matters of public safety the guidance accepts that roadside advertising is intended to be seen but this aspect in itself does not mean all roadside advertisements are a distraction. Advertising is seen as part of the fabric of commercial and industrial areas, and therefore drivers have a degree of expectation of seeing commercial images and adjust their driving accordingly. The guidance identifies a number of situations where advertisements may cause danger, such as those where advertisements obstruct sight lines or leave insufficient clearance, which is not the case in this proposal, where the display would not conflict with traffic signals or road signs.

4.21 There is no evidence to suggest that LED displays generally would materially increase the risk to public safety, and there has been no detailed analysis by the LPA of what risks would arise at this location. The decision notice simply assumes that drivers will be confused and distracted, and that the media wall must therefore give rise to a materially increased risk. This is not correct, and if it were there would be no roadside advertisements permitted in City centre locations, such as Piccadilly Circus.

4.22 The proposed display screen would comply with the Standard Conditions set out in Schedule 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007 and the Appellant is content that these conditions should be applied. In addition the Appellant would accept the conditions set out in **Appendix A** in the interests of highway safety. There are no highway or transportation reasons why the proposals should not receive consent.

DP 24 Securing High Quality Design

4.23 The context of the application site must be recognised as one of a busy and primarily commercial setting. The local character is heavily influenced by the transport

infrastructure and volume of traffic passing through the area both during the day and at night. The area is already very well lit by high level street lighting and bright shop fronts throughout the hours of darkness. The scale and eclectic nature of the architecture within the area defies any attempt to identify a vernacular style or design. The appeal site does not lie within a conservation area nor is it close to a Listed Building or other physical historic feature of note. The hotel building is a modern and functional structure, which is relatively devoid of any external ornament or decoration. The proposed media screen and the alterations to the building will make an appreciable and beneficial improvement to the appearance of the building but not result in any tangible harm to local visual amenity.

4.24 The character of the local area will be unaffected by the proposal. Advertising is not uncommon or an unexpected feature in such busy urban areas. There are several examples of various types of advertisement displays with the locality not only on retail and business premises but also roadside and freestanding pavement displays unconnected with any particular building or business. This fact is illustrated in the photographs contained within the application documentation which show the context of the street. The proposed alteration and addition to the building will have the effect of creating a more stimulating and visually interesting façade that will be built to the highest standard of construction to give the building a new identity.

4.25 It is recognised that in considering the appeal proposal the Inspector may discount other existing signs within the local area, however such signs do influence the character and appearance of an area and reinforce its commercial profile and the suitability of the proposal now being considered. The proposed screen is designed to be comparable in scale and appearance with the hotel building and rather than harm local character, is intended to reflect and complement it. On the issue of scale and proportion, guidance suggests that within commercial surroundings, the scale of buildings may be sufficiently large to accommodate larger displays without any adverse effect upon visual amenity. It

is also expected that decisions on applications and appeals in commercial areas will seek to match the scale of the displays with the scale of adjacent buildings.

4.26 There is no question that the scale of buildings surrounding the appeal site is sufficiently large to accommodate the proposal without there being any adverse effect on amenity. The concept of scale is not only confined to the issue of height in this context, but extends to include the overall bulk, mass and extent of buildings. The appeal site is an expansive complex comprising hotel, restaurants, gym and casino in buildings ranging from seven to nine storeys. The proposal represents a small part of the buildings overall road frontage and rather than dominate or overwhelm the building, it will forever assume a visually subordinate role.

4.27 Overall the aims of DP24 will not be offended or undermined by this proposal.

Camden Planning Guidance

Advertisements, signs and hoardings

4.28 The SPG is not specifically mentioned in the Council's reasons for refusing consent however the SPG relates solely to advertising displays in the Borough and therefore is a factor that may be taken into account in the assessment of this proposal. In general the SPG seeks to ensure advertisements take account of their surroundings and, when affixed to buildings, respect the design and external fabric of the building. The guidance notes that the most successful forms of advertisement achieve these stated outcomes and alter as little as possible the fabric of the building. These sound aims are achieved in this proposal by the attention to the detail of the buildings architecture and by designing the advertisement to fit within the existing fabric.

4.29 The SPG is clear that 'unique' forms of advertising will be acceptable where they successfully integrate into a building design and are compatible with an areas character. In terms of the relative height of an advertisement to a building, the SPG refers to fascia level, or the space below the roof of a building as being the area within which advertising should *generally* be contained. The terms are intended to apply to all forms of external advertising, but viewed in respect of the appeal proposal, the advertisement

would not rise above the building roof line. Nevertheless the advertisement will be positioned above street level and the SPG suggests that such high level signs should be restricted in their illumination.

4.30 The appeal site is located on a major London route close to a busy intersection which is already highly lit throughout the hours of darkness. St Giles Circus is not a sleepy side street but is both characterised and dominated by high levels of traffic through the day and night. The illumination of the display would not add appreciably to the ambient lit environment or appear as an isolated source of illumination, given the nature and character of the locality and suggested controlling mechanisms. The level of illumination would be proportionate to the environment and consistent with ILP advice, as mentioned within the SPG. The Appellant would accept conditions aimed at controlling the level and duration of illumination to one that is appropriate and if the Inspector considers it necessary in the interests of amenity and to enable consent to be granted.

4.31 In summary, it is considered that the proposed display is in accordance with the general aims of the SPG.

5.0 Conclusion

- 5.1 For the reasons outlined above, the proposal is likely to have a beneficial effect on visual amenity by redefining an existing soulless and impersonal concrete façade. The alterations and additions to the building will invigorate the local area. The proposal will be visible, like any other development within the public realm, but this element alone is not justification for refusing consent. The question the Council has not addressed in its decision is how visibility equates to harm to the amenity of the area. It is under these terms that one needs to assess how visible the proposal will be and whether this will result in appreciable harm. The application document indicates the proposal is only readily visible to drivers approaching from the north and south proceeding in a straight line. The proposed media screen will not dominant the townscape, rather it would appear as one of a number of points of interest that pedestrians and drivers see within a busy urban context.
- 5.2 Measures suggested in this document would effectively mitigate any adverse effect through controls over the level of lighting, a prohibition on any moving images and restricting the hours of operation. Such measures have not been properly considered by the Council in this case.
- 5.3 Within the wider context of the appeal site the Appellant would suggest that the LPA has failed to properly assess local character or to apply the assessment of character in a consistent manner. The Appellant submits that the LPA's amenity objections lack particularity or justification. The appeal site is neither in a conservation area nor an area of special control of advertising.
- 5.4 The buildings immediately surrounding the site are large in scale. The building scale of the area is such that the proposed display screen will be entirely appropriate and proportionate to the context, both from the perspective of the users of Tottenham Court Road and in any nearby building. The Appellant submits that contrary to the LPA's

decision, the proposal will complement the locality and represents a form of development which is supported by local and national policy.

- 5.5 The Appellant does not consider that the proposal is likely to endanger the safety of road users taking reasonable care for their safety and that of others. The proposed screen is visible to drivers on Tottenham Court Road. There is no conflict with traffic lights or road signage and there is little demand placed upon a driver on this part of the carriageway. Drivers would be capable of seeing the simple static message being displayed without endangering themselves or other road users. There is no evidence that LED displays materially increase the risk to highway users. Indeed the evidence relating to similar displays, suggests that they do not.
- 5.6 The Inspector is therefore respectfully requested to uphold this appeal and grant consent for the development.

Appendix A Suggested Conditions

1. Any advertisement 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.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under the Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any person with an interest in the site entitled to grant permission.
5. No advertisement 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.
6. The approved screen will only be used to advertise and single product at any one time and not include and animation in the transition from one image to another.
7. The display hereby permitted shall be static, two-dimensional only, with no moving or apparently moving images, devices, wording or emblem.
8. The illumination at the site shall be a static form with a maximum luminance level of 300cdm² from dusk to 12:00 a.m. and 150cdm² between 12.00 a.m. and dawn.