

Suggested Conditions and Reasons

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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

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

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No visual effects of any kind to be permitted to accompany the transition between any two successive messages. The replacement image must not incorporate any fading, swiping or other animated transitional method.

REASON: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

7. The minimum time between successive displayed images shall be 10 seconds.

REASON: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety.

8. The intensity of the illuminance of the advertisement shall be no greater than 300Cdm² after dusk.

REASON: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic or harm local amenity through too bright a display.

9. The development hereby approved shall be implemented in accordance with the details submitted with the application and shown on drawings: Appendix JCD 1-6 ('the approved plans')

REASON: In order to define the permission in accordance with Policy and the National Planning Policy Framework.

10. Any change in advertisement display shall be instantaneous.

REASON: To ensure that the advertisement does not create a distraction to pedestrian or vehicular traffic or harm local amenity through too bright a display.

11. The advertising screen shall be switched off between the hours of 11:59pm and 6:00am

REASON: In order to define the permission in accordance with Policy and the National Planning Policy Framework.