

APPLICATION NO: 13/01767/ADV		OFFICER: Mr Martin Chandler
DATE REGISTERED: 12th October 2013		DATE OF EXPIRY: 7th December 2013
WARD: St Pauls		PARISH:
APPLICANT:	Mr John Henley	
AGENT:	No agent used	
LOCATION:	Car Park, North Place, Cheltenham	
PROPOSAL:	Various illuminated signs to the store and car park	

Update to Officer Report

1. OFFICER COMMENTS

- 1.1. Further to the initial officer report, negotiations with the applicant have now been resolved in an acceptable manner. The two 'M' box signs have been removed from the proposal and the proposed clock face has been relocated to an acceptable location within the glazed atrium.
- 1.2. Furthermore, and most pleasingly, the proposed totem sign has been reduced in height from 5.5 metres to 4 metres.
- 1.3. In light of these amendments, it is recommended that advertisement consent be granted subject to the conditions set out below.

2. CONDITIONS/REFUSAL REASONS

- 1 This consent shall be restricted to a period of five years from the date of the consent.
Reason: This condition is specified by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2 (a) 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.

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

(c) 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.

(d) 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.

(e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic signs, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Reason: These conditions are specified by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 The illumination of the signs hereby permitted shall be static and shall be permanently maintained as such thereafter.
Reason: In the interests of the visual amenities of the area in accordance with Local Plan Policy BE12 relating to advertisements and signs.
- 4 The development hereby permitted shall be carried out in accordance with drawing numbers 12322/SK/50 Rev C received on 21 November 2013 and 1761.01 received on 11 November 2013.
Reason: To ensure the development is carried out in strict accordance with the approved drawings.