SOUTH HOLLAND DISTRICT COUNCIL

Town and Country Planning Act 1990

Advertisement Consent

Reference: H16/0165/98 Received:16-FEB-98 Type:ADVERTISEMENT

Name: McDonalds Restaurant Ltd
Golden Arches House
6 Victoria Road
Sutton Coldfield
West Midlands B72 1SY

Agent: McDonalds Restaurant Ltd
Golden Arches House
6 Victoria Road
Sutton Coldfield
West Midlands B72 1SY

Description: Erection of sky sign.

Location : McDonalds Restaurant Ltd A16/A151 Intersection
Spalding Lincs

South Holland District Council hereby give notice that CONSENT HAS BEEN GRANTED for the display of advertisements in accordance with the application and plans submitted, subject to the following conditions:

1 (a) All advertisements displayed and any land 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 any advertisement is required under the Regulations to be removed, the removals 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 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 (including any coastal waters) or aerodrome (civil or military).
(f) This consent shall be for a period of five years.

Reason: Required by the Town and Country Planning (Control of Advertisements) Regulations 1992.

2 The maximum luminance level shall not exceed 600 (cd/m2)

Reason: In the interests of highway safety.

3 The sign shall not exceed 7m in overall height.

Reason: In the interests of visual amenity.

4 No lighting source shall be directly visible to drivers of vehicles on the adjacent A16 Trunk Road.

Reason: In the interests of highway safety.

MRS SALLY WALTHAM BA (Hons) F.C.I.H. Director of Housing & Planning Services

Housing & Planning Services Department, Council Offices, Priory Road, Spalding, Lincolnshire. PE11 2XE (Tel: 01775 761161)

SOUTH HOLLAND DISTRICT COUNCIL

5 No part of the sign shall project into the highway.

Reason: In the interests of highway safety.

This permission is granted in accordance with the application submitted as revised by the amended plan (Drg No. 97.106 04B) received by the Local Planning Authority on 22nd July 1998.

Director of Housing and Planning Services
20-AUG-98 H16/0165/98

This decision refers only to that required for the purposes of the Town and Country Planning Act and not for Building Regulations or any other legislation. See enclosed notes relating to rights of appeal.

MRS SALLY WALTHAM BA (Hons) F.C.I.H. Director of Housing & Planning Services

Housing & Planning Services Department, Council Offices, Priory Road, Spalding, Lincolnshire. PE11 2XE (Tel: 01775 761161)

Town and Country Planning Act etc

DRAFT PERMISSION

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Description: Erection of sky sign.

Location : McDonalds Restaurant Ltd A16/A151 Intersection
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South Holland District Council hereby give notice
that permission has been granted (or equiv)
on the following condition(s):

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

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Reason: In the interests of highway safety.

This permission is granted in accordance with the application submitted as revised by the amended plan (Drg No. 97/106 04B) received by the Local Planning Authority on ~~27th~~ 22nd July 1998.

20-AUG-98

Checked ✓ 20/8

Authorised to issue (inc Delegation) 20/8