

Town and Country Planning Act 1990

## Advertisement Consent

Reference: H16/1110/97

Received: 16-OCT-97 Type: ADVERTISEMENT

Name: Ford Motor Co. Limited  
 Brentwood  
 Essex  
 CM13 3BW

Agent: Ace Signs  
 Monogram House  
 Towerfield Road  
 Shoeburyness  
 Essex SS3 9QP

Description: Erect identity signage

Location : Edmondson Ford 2/4 St Johns Road  
 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 brightness of the advertisement hereby granted consent shall not exceed 510 candelas/sq metre.

Reason: In the interests of the visual amenity of the locality.

Director of Housing and Planning Services  
25-NOV-97 H16/1110/97

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.

Town and Country Planning Act etc

## DRAFT PERMISSION

Reference: H16/1110/97

Received: 16-OCT-97 Type: ADVERTISEMENT

Name: Ford Motor Co. Limited  
Brentwood  
Essex  
CM13 3BW

Agent: Ace Signs  
Monogram House  
Towerfield Road  
Shoeburyness  
Essex SS3 9QP

Description: Erect identity signage

Location : Edmondson Ford 2/4 St Johns Road  
Spalding Lincs

South Holland District Council hereby give notice  
that permission has been granted (or equiv)  
on the following condition(s):

- 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 brightness of the advertisement hereby granted consent shall not exceed 510 candelas/sq metre.

Reason: In the interests of the visual amenity of the locality.

24-NOV-97

Checked ... *SSS* 24/11

Authorised to issue (inc Delegation) ... *DR* 25/11