

CONSENT GRANTED SUBJECT TO CONDITIONS



Mr JOSEPH COBB
33 THE RIDGEWAY
N3 2PG

Please reply to: Ms M Demetri

Email: planning.decisions@enfield.gov.uk

My ref: 16/05548/ADV
Date: 26 January 2017

Dear Sir/Madam

In accordance with the provisions of the Town and Country Planning (Control of Advertisements) Regulations, 1992 and the Town and Country Planning Act, 1990 and the Orders made thereunder, and with regard to your application at:

LOCATION: Land Adjacent To 391 Hertford Road Enfield EN3 5PP
REFERENCE: 16/05548/ADV
PROPOSAL: Installation of replacement internally illuminated 48-sheet digital LED display

ENFIELD COUNCIL, as the Local Planning Authority, give you notice that the application, as described above, is **GRANTED** subject to the following conditions:-

- 1 i) This consent permits the display of the advertisement(s) for a period of five years beginning with the date of this notice, after this period the use of the site for the display of the advertisement shall cease and the advertisement and any supporting structure shall be removed and the land/building on which the advertisement is displayed shall be reinstated.

(ii) The advertisement(s) displayed shall be maintained in a clean, tidy and safe condition and shall not contain any moving images in either the display or the transition period between displays, or change within a frequency of below eight seconds.

(iii) Notwithstanding this consent no advertisement shall be displayed without the permission of the owner of or the permission of any other person with a controlling interest in the land.

(iv) Notwithstanding this consent no advertisement shall be displayed so as to obscure or hinder the interpretation of any road traffic sign, railway signal or aid to navigation by road, railway, water or air, or otherwise to render hazardous the use of any highway, railway, waterway or aerodrome.

Ian Davis
Director - Environment
Enfield Council
Civic Centre, Silver Street
Enfield EN1 3XY

Phone: 020 8379 1000
Website: www.enfield.gov.uk



Reason: In the interests of amenity, highway safety and public safety, and to comply with Regulation 13 of the Town and Country Planning (Control of Advertisement) Regulations 2007.

- 2 The minimum display time for each advertisement shall be 10 seconds and advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed.

Reason: In the interests of amenity and highway safety.

- 3 Advertisements shall be static with no special effects of any kind during the time that any advertisement is displayed and the interval between successive displays shall be instantaneous (0.1 seconds or less).

Reason: In the interests of amenity and highway safety.

- 4 The intensity of the illumination of the [sign] permitted by this consent shall be within that recommended by the Institution of Lighting Engineers for a sign within a Lit Zone in their Technical Report No.5 (Third Edition-2001).

Reason: In the interests of amenity and highway safety.

- 5 This consent is granted on the understanding that the existing two advertisement hoardings are removed prior to the installation of the 48-sheet digital LED display hereby approved.

Reason: In the interests of visual amenity.

Dated: 26 January 2017

Authorised on behalf of:

Mr A Higham
Head of Development Management
Development Management,
London Borough Enfield,
PO Box 53, Civic Centre,
Silver Street, Enfield,
Middlesex, EN1 3XE

If you have any questions about this decision, please contact the planning officer
maria.demetri@enfield.gov.uk.

List of plans and documents referred to in this Notice:

Title/Number	Version	TYPE
STATEMENT		Supporting Information
PRODUCT SPECIFICATION		Supporting Information
25/01		Drawing
25/02		Drawing
25/03 B		Drawing
25/04		Drawing
25/05		Drawing

Rights of Applicants Aggrieved by Decision of Local Planning Authority

1. Where, on application being made for consent under Town and Country Planning (Control of Advertisements) Regulations, 1992, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Secretary for the Environment **within 8 weeks from the date of this notice.**
2. Provided that the Secretary of State shall not be required to determine an appeal under Regulation 15 if it appears to him, having regard to the provisions of the aforesaid Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by them.
3. Appeals must be made on a form which is obtainable from the Planning Inspectorate, 3/14 Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN or online, using the Appeals area of the Planning Portal (www.planningportal.gov.uk/pcs). Your appeal may be published on the Council and the Planning Inspectorate websites. Please only provide information, including personal information belonging to you that you are happy to be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission to do so. The Planning Inspectorate's leaflet "Your Guide to Appeals Online" is available from the Planning Portal at www.planningportal.gov.uk/pcs. The Secretary of State has power to allow a longer period for the giving of a notice of appeal but he will not normally be prepared to exercise this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State is not required to entertain an appeal if it appears to him that permission for the proposed development could not have been granted by the Local Planning Authority, or could not have been so granted by the Local Planning Authority, or could not have been so granted otherwise than subject to the conditions imposed by them, having regard to the statutory requirements, to the provision of the development order, and to any directions given under the order. **Note that a copy of the appeal also needs to be sent to the Local Planning Authority (email address planning.decisions@enfield.gov.uk).**