

CONSENT TO DISPLAY ADVERTISEMENTS

Applicant:

McDonalds Restaurants Ltd
11-59 High Road
East Finchley
London
N2 8AW

Agent:

Mrs Sarah Carpenter
Planware
The Granary First Floor
37 Walnut Tree Lane
Sudbury
Suffolk
CO10 1BD

Date of Application: 14 August 2017

Application No:
173010

Grid Ref:349835:238563

Proposed development:

SITE: McDonalds, Belmont Road, Hereford, Herefordshire, HR2 7HB

DESCRIPTION: Relocation of existing signs with the installation of new fascia signage. Suite to comprise: 2 no. white 'McDonalds' letterset signs, 3 no. yellow 'Golden Arch' symbols.

THE COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL hereby gives notice in pursuance of the above Act and Regulations that CONSENT has been GRANTED for the display of the advertisements described above in accordance with the application and plans submitted to the authority subject to the compliance with the Standard Conditions set out overleaf and the following conditions:

- 1 This consent shall expire 10 years from the date of the decision notice.

Reason: In the interests of the visual amenity of the area and to comply with Paragraph 67 of the National Planning Policy Framework.

- 2 The development hereby approved shall be carried out strictly in accordance with the approved plans (job number 7045_AEW_0983_0109, McDonalds/002/2008 & McDonalds132/2010) and the schedule of materials indicated thereon.

Reason: To ensure adherence to the approved plans and to protect the general character and amenities of the area in accordance with the requirements of Policies LD1 and SD1 of the Herefordshire Local Plan – Core Strategy and the National Planning Policy Framework.

- 3 The advertisements hereby permitted shall not include any intermittent light sources, moving features, exposed cold cathode tubing, animation or reflective materials.

Reason: In the interests of the visual amenity of the area and to comply with Paragraph 67 of the National Planning Policy Framework.

- 4 The advertisements hereby permitted shall not be illuminated outside of the permitted trading hours of the restaurant (6am to midnight daily).

Reason: In the interests of the visual amenity of the area and to comply with Paragraph 67 of the National Planning Policy Framework.

Planning Services
PO Box 230,
Hereford,
HR1 2ZB



Date: 6 November 2017

SIMON WITHERS
DEVELOPMENT MANAGER

YOUR ATTENTION IS DRAWN TO THE NOTES BELOW

STANDARD CONDITIONS

1. All 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.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. 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.
4. 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.
5. 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 or aerodrome (civil or military).

NOTES

- You have a right to appeal against the decision of the local planning authority to refuse consent for an advertisement or to grant consent subject to a condition with which you are dissatisfied.
- If you want to appeal you must do so within 8 weeks of the date at the bottom of the decision notice. A form (DOE14075B) is available from The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN.

Right to Challenge the Decision of the High Court

Currently there are no third party rights of appeal through the planning system against a decision of a Local Planning Authority. Therefore, if you have concerns about a planning application and permission is granted, you cannot appeal that decision. Any challenge under current legislation would have to be made outside the planning system through a process called Judicial Review (JR).

The decision may be challenged by making an application for judicial review to the High Court. The time limits for bringing such challenges are very strict, and applications need to be made as soon as possible after the issue of the decision notice. So, if you think you may have grounds to challenge a decision by Judicial Review you are advised to seek professional advice as soon as possible.

These notes are provided for guidance only and apply to challenges under the legislation specified. If you require further advice on making an application for Judicial review, you should consult a solicitor or other advisor or contact the Crown Office at the Royal Courts of Justice, Queens Bench Division, Strand, London, WC2 2LL (0207 947 6000). For further information on judicial review please go to <http://www.justice.gov.uk>

The Council has taken into account environmental information when making this decision. The decision is final unless it is successfully challenged in the Courts. The Council cannot amend or interpret the decision. It may be
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redetermined by the Council only if the decision is quashed by the Courts. However, if it is redetermined, it does not necessarily follow that the original decision will be reversed.