BARNSLEY
Metropolitan Borough Council

ADVERT CONSENT

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2012/1059

To Miss Stephanie Hills
Alhambra Shopping Centre
Centre Management
Cheapside
Barnsley
South Yorkshire
S70 1SB

In pursuance of its powers under the above-mentioned Act and Regulations the Barnsley Metropolitan Borough Council as the Local Planning Authority hereby grants consent for the Display of various internally illuminated signage to shopping centre.
The Alhambra Shopping Centre, Cheapside Barnsley Barnsley South Yorkshire S70 1SB

in accordance with the application form and accompanying plan(s) registered by the Council on 24 September 2012.

1 The development hereby approved shall be carried out strictly in accordance with the plans 'Signage Visuals' and specifications submitted 24th September 2012 and as approved unless required by any other conditions in this permission.
Reason: In the interests of the visual amenities of the locality and in accordance with LDF Core Strategy Policy CSP 29, Design.

2 The means of lighting of the approved signage shall comply at all times with the current recommendations of the Institution of Lighting Engineers technical report no5 "Brightness of Illuminated Advertisements".
Reason -To prevent glare, reflection or other distraction to highway users in the interests of highway safety

Signed Stephen Moralee

Assistant Director, Planning and Regulatory Services

Dated 07 November 2012

Planning and Regulatory Services **Telephone: 01226 - 772000**
PO Box 604, Barnsley, S70 9FE **Fax: 01226 - 772591**

Reason(s) for Granting Permission

1 Unique The new proposed and replacement signage is considered to be modest in scale and of a sufficient design quality. Collectively their addition to the building would complement the appearance of the building and enforce its identity as the towns primary retail centre. The signage is considered to comply with all aspects of saved UDP policy BE6D, adopted SPD and the Government advice published within the NPPF.

THE STANDARD CONDITIONS

1. 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.

2. No advertisement shall be sited or displayed so as to:-

   (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

   (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

   (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

NOTES

1. The regulations provide that every grant of express consent shall be for a fixed period which shall not be longer than five years from the date of grant of consent without the approval of the Secretary of State and if no longer period is specified the consent shall have effect as consent for five years.

2. Before an advertisement may be displayed on any land, the permission of the owner or any person entitled to grant such permission must be obtained.

3. A person who displays an advertisement in contravention of the regulations will be liable on summary conviction to a fine of £100 and in the case of a continuing offence to a fine of £5 for each day during which the offence continues after conviction.

4. If the applicant is aggrieved by the decision of the local planning authority to grant consent subject to conditions, the applicant may by notice served within eight weeks of receipt of this notice, appeal to the Secretary of State for the Environment, Transport and Regions in accordance with Regulation 22 of the Town and Country Planning (Control of Advertisements) Regulations 1984. The Secretary of State has power to allow a longer period for the giving of a Notice of Appeal in cases where he is satisfied that the applicant has deferred the giving of notice because negotiations with the Local Planning Authority in regard to the proposed display are in progress.

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