BARNSLEY
Metropolitan Borough Council

Growth and Sustainability
Regeneration and Culture
Planning, Policy and Building Control

ADVERT CONSENT

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2024/0446

To Mr Kevin Oldland
Alight Media Ltd
8 Maysville Close
Great Sankey
Warrington
WA5 3TS

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 Erection of digital bus shelter advertisement panel

Advertisement Adshel Site 0401 0127, Doncaster Road, Kendray, Barnsley, S70 3RQ

in accordance with the application form and accompanying plan(s) registered by the Council on 04/06/2024.

The approval is subject on compliance with the following conditions:

1 The development hereby approved shall be carried out strictly in accordance with the amended plans:

Site Plan
Drawing No. 223990-101 Issue. A
Drawing No. ICON86_OD_HB_DS_BSU Rev. 1
Symbicon Product Specification Sheet 'Icon86'
Amended Planning Statement received 8th July 2024

and specifications as approved unless required by any other conditions in this permission.
Reason: In the interests of the visual amenities of the locality in accordance with Local Plan Policy D1 High Quality Design and Place Making.

2 In daylight hours, the maximum luminance of the digital advertisement display panel hereby approved shall not exceed the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².
Reason: In the interest of highway safety, in accordance with Local Plan Policy T4 New Development and Transport Safety.

3 The night-time illumination (defined by the period after the sun has set) of the digital advertisement hereby approved shall be restricted to 284cd/m².
Reason: In the interest of highway safety, in accordance with Local Plan Policy T4 New Development and Transport Safety.

4 The proposed digital display hereby approved shall comply with the following restrictions:

- No individual advertisement(s) displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road traffic signs, traffic lights or traffic matrix signs.

- No individual advertisements shall be displayed for a duration of less than 10 seconds.

- Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panels, the interval between successive advertisements shall be no greater than 1 second and the complete display shall change without visual effects.

- The display panel shall be fitted with a light sensor, designed to automatically adjust the brightness to accord with changes in ambient light levels.

- A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

Reason: In the interest of highway safety, in accordance with Local Plan Policy T4 New Development and Transport Safety.

Informative(s)

Pursuant to article 35 (2) of the Town and Country Planning (Development Management Procedure) Order 2015 (as amended), the Local Planning Authority have, where possible, made a pre-application advice service available, and otherwise actively engaged with the applicant in dealing with the application in a positive and proactive manner.

1 The granting of planning permission does not in any way infer that consent of the landowner is given. Therefore, the consent of all relevant landowners is required before proceeding with any development, including that of the Council as landowner.

If it should transpire that the applicant does not own any of the land included in this consent, then it is the responsibility of the applicant to seek all necessary consents and approvals of the landowner.

Signed: Dated: 15 July 2024



Garry Hildersley
Head of Planning, Policy & Building Control
Growth & Sustainability Directorate

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.