



BARNSLEY

Metropolitan Borough Council

ADVERT CONSENT

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL
OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2012/0408

To Miss Maxine Baxter
Gleeson Homes
5 Europa Court
Sheffield Business Park
Sheffield
S9 1XE

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 1no non-illuminated correx sign
2 Manor Way, Bolton Upon Dearne, Barnsley, S63 8NY

in accordance with the application form and accompanying plan(s) registered by the Council on 30 April 2012.

- 1 The advertisement hereby approved shall be displayed at the site strictly in accordance with the following details as approved:-
 - the location plan received 26th April 2012
 - the photograph originally submitted as part of the application showing the proposed location of the sign
 - the amended plan details showing the dimensions and content of the sign received 24th May 2012

Reason: In the interests of the visual amenities of the locality and in accordance with LDF Core Strategy Policy CSP29 'Design' and Supplementary Planning Document 'Advertisements'
- 2 The sign shall be removed from the site no later than 31st December 2015.

Reason: The site is in a residential area where the display of advance and directional signs are not normally acceptable. The sign is only considered acceptable for a limited period in the interests of the visual amenities of the locality and in accordance with LDF Core Strategy Policy CSP29 'Design' and Supplementary Planning Document 'Advertisements'

Signed *Stephen Morales*

Assistant Director, Planning and Regulatory Services

Dated 12 June 2012

Reason(s) for Granting Permission

- 1 Unique The proposal has been assessed against Policy CSP29 of the Local Development Framework 'Design', the Supplementary Planning Document 'Advertisements' and the National Planning Policy Framework.

In the opinion of the Local Planning Authority the proposed development is acceptable in this context in that:

The sign is considered to be justified for a limited time period until 31st December 2015 for the reason that the sign is related to the new housing development construction site taking place on the site of approved application 2011/0963, which is obscured from view to on-coming vehicular and pedestrian traffic users of Lowfield Road from the junction with Station Road.

The sign would not have a detrimental effect on the visual amenity of the area during this limited time period.

The sign is considered acceptable from a highways point of view and therefore does not raise any concerns on the grounds of public safety.

In the opinion of the Local Planning Authority, there are no other material considerations that indicate a decision should be taken at variance to the above planning policies and guidance.

THE STANDARD CONDITIONS

1. 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.
2. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.
3. Where any advertisement is required under these Regulations to be removed the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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.