



ADVERT CONSENT

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2024/0289

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
The Full House, Rotherham Road, Monk Bretton, Barnsley, S71 2NW

in accordance with the application form and accompanying plan(s) registered by the Council on 08/04/2024.

The approval is subject on compliance with the following conditions:

- 1 The development hereby approved shall be carried out strictly in accordance with the plans (Dwg Nos. 223990-101 Rev. A & ICON86_OD_HB_DS_BSU as well as Signage Specification, Site Plan and Statement received 02/04/2024) and specifications as approved unless required by any other conditions in this permission.
Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.
- 2 The digital panel hereby approved shall display static advertising images in sequence, changing no more frequently than every 10 seconds. No special visual effects shall be permitted during the time that any message is displayed. The displayed image shall not include animated, flashing, scrolling, intermittent or video elements. Furthermore, no visual effects shall accompany the transition between successive messages and the change shall be instantaneous (0.1 seconds or less). The replacement image shall not incorporate any fading, swiping or other animated transition. The display shall also include a mechanism to freeze the image in the event of a malfunction.
Reason: In the interests of visual amenity and public safety.

- 3 During periods of darkness, the approved displays illumination shall be restricted to a maximum brightness of 284cd/m².
Reason: In the interests of visual amenity and public 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.

Signed:

Dated: 15 May 2024

A handwritten signature in black ink, consisting of a stylized, cursive 'G' followed by a horizontal line extending to the right.

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.