



ADVERT CONSENT

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2026/0576

To Wildstone Estates Limited
Fifty Paddington
50 Eastbourne Terrace
London
W2 6LG

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 Replacement of internally illuminated free standing advertising display (Advertisement Consent) Shell Fairfield Garage, Sheffield Road, Hoyland, Barnsley, S74 0DP

in accordance with the application form and accompanying plan(s) registered by the Council on 22/07/2026.

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

Site Location Plan 26648 PA 01
Proposed Site Plan 26648 PA 03
Proposed Site Plan 26648 PA 04
Existing and Proposed Elevations 26648 PA 05
Specification 26648 PA 06

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 maximum luminance of any light source shall not exceed 150 cd/m² during hours of darkness. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions, and the luminance level shall not at any time exceed the recommended maximum daytime luminance values of 5,000 cd/m² set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 2023: 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide).

Reason: In order to safeguard amenities of the applicant and of neighbours to the west in accordance with Local Plan Policy GD1 General Development and in the interest of highway safety, in accordance with Local Plan Policy T4

- 3 The development hereby approved shall comply with the following restrictions for the lifetime of the development:

- 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 panels 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.

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.

- 2 It is recommended that measures are taken to prevent a nuisance/ or effect the quality of life of local residents. Please note that the Council's Pollution Control Team have a legal duty to investigate any complaints about noise, smoke or dust. No waste should be burnt. If a statutory nuisance is found to exist, they must serve an Abatement Notice under the Environmental Protection Act 1990. Failure to comply with the requirements of an Abatement Notice may result in a fine of up to £20,000 upon conviction in Magistrates' Court. It is therefore recommended that you give serious consideration to the steps that may be required to prevent a noise, dust or smoke nuisance from being created.

Signed:

Dated: 7 September 2026



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.