

# TOWN AND COUNTRY PLANNING ACT 1990

## TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007



### EXPRESS CONSENT FOR THE DISPLAY OF ADVERTISEMENT

Application number: **15/01005/ADV**

To: Mr Jack Sharpe  
c/o Miss Rachel Jones  
7 Swan Square  
15 Swan Street  
Manchester  
Greater Manchester (Met County)  
M4 5JJ

The Council of the Borough of Newcastle-under-Lyme in pursuance of powers under the above-mentioned Act, hereby expressly consent to the display of the following advertisement(s):

#### **Description of development**

Retention of 1 no. free standing advertising board.

#### **Location of development**

Adjacent A53 Newcastle Road Baldwins Gate Farm Newcastle Road

in accordance with the submitted plans and other documents, subject to compliance with the standard conditions below and to any other conditions specified below.

**This permission does not purport to convey any approval or consent which may be required under any enactment other than Section 220 of the Town and Country Planning Act 1990. Failure to carry out the development in accordance with the permission/consent or to comply with any conditions may make the permission/consent invalid and may lead to legal action.**

Date 14 January 2016

A handwritten signature in black ink that reads 'Guy R. Benson'. The signature is written in a cursive style with a large initial 'G'.

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Head of Planning & Development  
Planning & Development Service  
Directorate of Regeneration & Development

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#### 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 to be removed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. This consent shall remain valid for a period of five years from the date hereof.

Date 14 January 2016

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#### **Conditions specific to the advertisements to be displayed**

1. The sign hereby approved shall be removed either by 30th September 2020 or by the completion of the last dwelling on the site, whichever is the sooner

R1. In the interests of visual amenity and in accordance with the aims and objectives of the National Planning Policy Framework (2012).

#### **Statement as to how the Local Planning Authority has worked with the applicant in a positive and proactive manner in dealing with this application**

The proposal is considered to be a sustainable form of development in compliance with the provisions of the National Planning Policy Framework, therefore no amendments/improvements have been sought from the applicant.

#### **Informative**

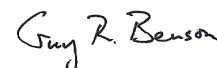
The decision hereby issued was made following consideration of the following plans:

- Drawing No. BG-304-07 Signage location plan

#### **Note to the applicant**

You are advised that a report has been prepared which provides more details on the consideration of this proposal. The report is viewable as an "associated document" on line at [www.newcastle-staffs.gov.uk](http://www.newcastle-staffs.gov.uk), by selecting "track and comment on an application" within the Planning box on the home page, searching for the application using the application reference number, and locating the application documents.

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#### NOTES

##### Appeals to the Secretary of State

- If you are aggrieved by the decision of the Local Planning Authority to either refuse express consent, or to grant it subject to a condition, then you can appeal to the Secretary of State for Communities and Local Government under Regulation 17 of the above Regulations.
- If you want to appeal against the decision then you must do so within 8 weeks of the date when you received the Decision Notice.
- Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at
  - <https://acp.planninginspectorate.gov.uk>

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