Mrs Satchell
Altonn Castle Castle Hill Road
Alton
Staffordshire
ST10 4TT

Ms Mikki Karekar

Mrs Satchell

STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
ACHIEVING · EXCELLENCE

Simon W. Baker B.Ed MBA MIMSPA
Chief Executive

BHB Architects
24 Bird Street
Lichfield
Staffordshire
WS13 6PT

Altonn Castle Castle Hill Road
Alton
Staffordshire
ST10 4TT

Application no: SMD/2016/0384

Determined on: 30/08/2016

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) Regulations 1992

GRANT OF CONSENT TO DISPLAY AN ADVERTISEMENT

This permission does not carry any approval or consent which may be required under any enactment, bylaw, order or regulation other than Section 220 of the Town and Country Planning Act, 1990.

Location of Development:
THE LORD SHREWSBURY NEW ROAD ALTON STAFFORDSHIRE ST10 4AF

Description of Development:
Advertisement consent for one permanent hoarding sign

In pursuance of their power under the above mentioned Act, Staffordshire Moorlands District Council Planning Authority, **HEREBY GRANT CONSENT** for the display of advertisements for a period of 5 years, for the development described above subject to the following condition(s):

1.The development hereby approved shall be carried out in accordance with the submitted plans numbered 2776-050 Rev A (Location Plan); 2776-051 Rev A (Site Plan) and 2776-052 Rev A (Signage Design) subject to the following conditions and/or modifications:-
Reason: For clarity and the avoidance of doubt.
2. (a) No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
(b) No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs ior otherwise make hazardous the use of these types of transport;
(c) Any advertisement much be maintained in a condition that does not impair the visual amenity of the site;
(d) any advertisement, hoarding or structure is to be kept in a condition whcih does not endanger the public; and
(e) If an advertisement(s) is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

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Reason:- The above conditions a) - e) are standard conditions under the Town and Country Planning (Control of Advertisements) Regulations 2007, and in the interests of amenity and highway safety.

Informatives

1.The Council entered into pre-application discussions with the applicant to secure a revised/improved scheme, as has been submitted and consequently approved. It is therefore considered that the proposals meet the provisions of paragraphs 186-187 of the NPPF.

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Signed on behalf of Staffordshire Moorlands District Council

NOTES

1. Approval under the Building Regulations may also be required. Advice in this respect can be obtained by contacting the Councils Building Control Section on 0345 605 3012.

2. Where a vehicle is often driven across a grass verge or kerbed footway to and from premises adjoining a highway, the occupier of the premises may, be required to pay the cost of construction of a crossing, and/or may be required to comply with conditions, imposed by the Authority. You should contact the Highway Authority at Staffordshire County Council.

3. This consent is granted subject to conditions and it is the owner(s) and the person(s) responsible for the implementation of the development who will be fully responsible for their compliance throughout the development and beyond. **A fee is payable to us for the discharge of condition. Please refer to our web site : www.staffsmoorlands.gov.uk for details.** If there is a condition that requires work to be carried out or details to be approved prior to the commencement of the development this is called a "condition precedent". The following should be noted with regards to conditions precedent:
   (a) If a condition precedent is not complied with, the whole of the development will be unauthorised and you may be liable to enforcement action.
   (b) Where a condition precedent is breached and the development is unauthorised, the only way to rectify the development is the submission of a new application.

4. Other conditions on this permission must also be complied with. Failure to comply with any condition may render the owner(s) and the person(s) responsible for the implementation of the development liable to enforcement action.

5. The permission is granted in strict accordance with the approved plans. It should be noted however that:

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(a) Any variation from the approved plans following commencement of the development irrespective of the degree of variation will constitute unauthorised development and may be liable to enforcement action.
(b) Variation to the approved plans will require the submission of a new planning application.

6. If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.

7. If the decision to refuse planning permission is for a householder application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice. All other types of development have a 6 month deadline for submission of appeals. Appeals must be made using a form which you can get from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN or online at www.planningportal.gov.uk/pcs. The Secretary of State can allow a longer period for giving notice of an appeal, but he will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to him that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order. In practice, the Secretary of State does not refuse to consider appeals solely because the local planning authority based their decision on a direction given by him.

8. If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council (District Council, London Borough Council or Common Council of the City of London) in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.