



Insite Poster PropertiesFAO: Mr
Richard Page
Barton Hall
29 Gloucester Street
Cirencester
GL7 2DJ

Date Registered 16 March 2017
Decision Date 9 May 2017
Issue Date 9 May 2017

TOWN AND COUNTRY PLANNING ACT 1990 – SECTION 220
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
EXPRESS CONSENT TO DISPLAY ADVERTISEMENT/S

Application No: 17/25975/ADV
Proposed Development Replacement of an existing illuminated 48-sheet advertising display with an illuminated 48-sheet digital LED advertising display.
Location National Tyres And Auto Care 27 - 34 Greyfriars
Stafford
O. S. Reference: 391829 324060

Stafford Borough Council, in pursuance of powers under the Town and Country Planning Act, hereby grants express consent for the above advertisement(s) in accordance with the accompanying plans subject to the following 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.



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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.
6. This consent shall expire on 9th May 2022
7. This permission relates to the originally submitted details and specification and to the following drawings, except where indicated otherwise by a condition attached to this consent, in which case the condition shall take precedence:-
 - Ordnance Survey based Location Plan T4171 A4 050
 - Ordnance Survey based Site Plan T4171 A4 051
 - Drawing Number Elevations - Existing and Proposed T4171 A4 060
8. The intensity of illumination of the advertisement permitted by this consent shall not exceed the following unless otherwise agreed in advance and in writing by the local planning authority.
 - 600 candelas per square metre during daylight hours
 - 300 candelas per square metre during hours of darkness



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The reasons for the Council's decision to grant express consent subject to the above conditions are:

- 1-6 Conditions 1 to 6 are imposed in order to comply with the requirements of Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations, 2007.
7. To define the permission.
8. To safeguard the amenities of the area (Policy N1e of The Plan for Stafford Borough).

Head of Economic Development and Planning
On behalf of the Council