

**THE VALE OF GLAMORGAN COUNCIL**

Town and Country Planning Act 1990  
Planning and Compulsory Purchase Act 2004  
The Town and Country Planning (Development Management Procedure) (Wales)  
Order 2012  
Town and Country Planning (Control of Advertisements) Regulations 1992

**CONSENT TO DISPLAY ADVERTISEMENTS**

Agent:  
Ms. Amanda Hardwidge  
Clear Channel UK Ltd  
Unit 4, Garonor Way  
Portbury  
Bristol  
BS20 7XE

Applicant:  
Ms. Amanda Hardwidge  
Clear Channel UK Ltd  
Unit 4, Garonor Way  
Portbury  
Bristol  
BS20 7XE

**Display of a double sided digital advertising panel fully integrated into the bus shelter at Windsor Terrace, Penarth**

The Council in pursuance of its powers under the above mentioned Act and Regulations hereby **CONSENTS** to the display of the proposed advertisement(s) in accordance with the application and plans registered by the Council on 18 July 2019 subject to the following conditions:

1. This permission shall remain valid for a period of five years from the date of this consent.

Reason:

To comply with Regulation 13(5) of the Town and Country Planning (Control of Advertisements) Regulations, 1992.

2. The development shall be carried out in accordance with the following approved plans and documents:

Drawing number: 204173, DS75 D6 + D6 Planning Drawing Bus Shelter.  
(received: 19/07/2019)

Drawing number: 3BAY\_INSIG1\_MK1A\_DS75, Insignia 3 Bay MK1A  
Amscreen DS75, (received: 19/07/2019)

Reason:

For the avoidance of doubt as to the approved development and to accord with Circular 016:2014 on The Use of Planning Conditions for Development Management.

3. The advertisement(s), and any supporting structure the site used for the display of the advertisement(s), shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason:

To ensure that [local amenities are / public safety is] safeguarded and to comply with the Town and Country Planning (Control of Advertisements) Regulations, 1992.

4. The structure or hoarding [erected for / used principally for the purpose of] displaying the advertisement(s) shall be maintained in a safe condition.

Reason:

To comply with the provisions of the Town and Country Planning (Control of Advertisements) Regulations, 1992.

5. The intensity of the illumination of the screen permitted by this consent shall be no greater than 284 cd/m<sup>2</sup>.

Reason:

In the interests of [local visual amenity / public safety] and to comply with the Town and Country Planning (Control of Advertisements) Regulations, 1992.

6. Adverts shall be restricted to sequential static images changing no more frequently than every 10 seconds with the transition to the next advertisement achieved via a smooth fade.

Full motion advertising (animated) displays shall not be permitted.

The level of illumination during the hours of darkness shall be restricted to no greater than 280cd/m<sup>2</sup>.

Reasons:

To comply with section 6 of Policy MD2 of the adopted LDP (2011-2026).  
To comply with part 10 of Planning Guidance (Wales), Technical Advice Note (Wales) 7, Outdoor Advertisement Control - November 1996.

**NOTE:**

- 1. The applicant is required to contact Mr. Peter Coughlan of the Highways Section prior to carrying out any works on the adopted highway to agree location, specifications and for permission to work within the highway. All associated costs of undertaking the works will be at the applicant's own expense to ensure all works on the highway will be undertaken in accordance with the Council's standard details for adoption and in the interests of highway safety.**

**Please note that this consent is specific to the plans and particulars approved as part of the application. Any departure from the approved plans will constitute unauthorised development and may be liable to enforcement action. You (or any subsequent developer) should advise the Council of any actual or proposed variations from the approved plans immediately so that you can be advised how to best resolve the matter.**

**In addition, any conditions that the Council has imposed on this consent will be listed above and should be read carefully. It is your (or any subsequent developers) responsibility to ensure that the terms of all conditions are met in full at the appropriate time (as outlined in the specific condition).**

**The commencement of development without firstly meeting in full the terms of any conditions that require the submission of details prior to the commencement of development will constitute unauthorised development. This will necessitate the submission of a further application to retain the unauthorised development and may render you liable to formal enforcement action.**

**Failure on the part of the developer to observe the requirements of any other conditions could result in the Council pursuing formal enforcement action in the form of a Breach of Condition Notice.**

Dated: 12 September 2019

**M.J. Goldsworthy**

Head of Regeneration and Planning

**IT IS IMPORTANT THAT YOU SHOULD READ THE NOTES  
ATTACHED TO THIS FORM.**

## NOTES

1. A person displaying an advertisement in contravention of these Regulations shall be liable on summary conviction of an offence under Section 224(3) of the Town and Country Planning Act 1990 to a fine, of an amount not exceeding level 3 on the standard scale and, in the case of a continuing offence, one tenth of level 3 on the standard scale for each day during which the offence continues after conviction.
  
2. Where, an application being made for consent under the Town and Country Planning (Control of Advertisements) Regulations 1992, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Welsh Government. Provided that the Welsh Government shall not be required to entertain an appeal under Regulation 15 if it appears to him, having regard to the provisions of the aforesaid Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by them.

Any person who desires to **appeal** under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992, shall give notice of appeal in writing to the National Assembly for Wales within **eight weeks** from the date of receipt of the Local Planning Authority's decision or such longer period as the Welsh Government may at any time allow and the notice shall be accompanied by a copy of each of the following documents:

- (a) The application made to the Local Planning Authority.
  - (b) All relevant plans and particulars submitted to them.
  - (c) Any notice of decision.
  - (d) All other relevant correspondence within the Authority.
3. The notice of appeal shall be given on the appropriate form obtainable from The Planning Inspectorate, Crown Buildings, Cathays Park, Cardiff CF10 3NQ or you can access their website here:  
<https://gov.wales/planning-appeals>