



## Town and Country Planning Act 1990

### Application for Advertisement Consent

**Applicant:**

Network Rail  
1, Eversholt Street, London, Nw1 2dn

**Agent:**

Tetra Tech  
5th Floor Longcross Court, 47 Newport Road, Cardiff, Cf24  
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**Application No:** 2022/41271

**Proposal:** DISPLAY OF 1 NO. INTERNALLY ILLUMINATED DIGITAL LED POSTER SIGN (2 NO. EXISTING POSTER PANELS TO BE REMOVED)

**Location:**

The Council of the Metropolitan Borough of Warrington hereby give notice in pursuance of the above Act(s) that permission is Granted with Conditions for the development referred to above in accordance with the application and plans submitted

1. The advertisement hereby approved shall not be installed until the two existing poster advertisements as shown on Drawing No: YZ160801544801\_001\_A have been completely removed from the land. The sign to the southwest of Lythgoes Lane to be replaced by the LED display as approved by this application. Reason: In order to prevent proliferation of advertisements in the area in the interests of protecting visual amenity and to comply with LPCS Policy QE7, the NPPF and NPPG.
2. This consent shall expire 5 years from the date of this notice unless further consent to display has been given by the Local Planning Authority. Reason: To accord with Regulation 14(7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity and public safety.
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. Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity.
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. Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.
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. Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety and visual amenity
6. 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. Reason: To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity
7. The levels of the illuminance shall not exceed 600cd/m<sup>2</sup> during daylight hours or exceed 300cd/m<sup>2</sup> during twilight and night hours; as defined by official lighting up times. Reason: To avoid glare, dazzle or distraction to passing motorists in the interests of road safety and to comply with LPCS Policy MP1, NPPF and NPPG.
8. The screen display shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image. Reason: To avoid distraction to passing motorists in the interests of road safety and to comply with LPCS Policy MP1, the NPPF and NPPG.
9. The advertisement display shall not change more frequently than every 10 seconds and the rate of change should be

instantaneous. Reason: To avoid distraction to passing motorists in the interests of road safety and to comply with LPCS Policy MP1, NPPF and NPPG.

10. The illumination of the advertisement shall not at any time be intermittent. Reason: To avoid distraction to passing motorists in the interests of road safety and to comply with LPCS Policy MP1, NPPF and NPPG.

11. 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: To avoid distraction to passing motorists in the interests of road safety and to comply with LPCS Policy MP1, NPPF and NPPG.

SIGNED:



Development Manager  
Development Management

DATED: 23 June 2022

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### **IMPORTANT**

This decision relates solely to the planning legislation, and does not grant authority under the Building Regulations, nor any other legislation that might be required. The guidance notes enclosed with this decision notice will help you to understand this decision, your rights and other things you may have to do.

### **NOTES**

1. 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.
2. If this is a decision on a planning application relating to the same or substantially the same land and development as is already the subject of an enforcement notice, if you want to appeal against your local planning authority's decision on your application, then you must do so within 28 days of the date of this notice.
3. If an enforcement notice is served relating to the same or substantially the same land and development as in your application and if you want to appeal against your local planning authority's decision on your application, then you must do so within: 28 days of the date of service of the enforcement notice, or within 6 months (12 weeks in the case of a householder appeal) of the date of this notice, whichever period expires earlier.
4. If you want to appeal against your local planning authority's decision then you must do so within 6 months of the date of this decision; or 12 weeks in the case of a householder application or a minor commercial application.
5. 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 or online at [www.gov.uk/government/organisations/planning-inspectorate](http://www.gov.uk/government/organisations/planning-inspectorate)
6. The Secretary of State can allow a longer period for giving notice of an appeal, but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
7. The Secretary of State need not consider an appeal if it seems to the Secretary of State 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.
8. 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 the Secretary of State.

### **Purchase Notices**

1. 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 the owner 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.
2. In these circumstances, the owner may serve a purchase notice on the Council (that is, where the land is situated in a National Park, the National Park authority for that Park, or in any other case the district council (or county council which is exercising the functions of a district council in relation to an area for which there is no 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 the owner's interest in the land in accordance with the provisions of Chapter I of Part 6 of the Town and Country Planning Act 1990.

