S Gladwin
Chief Executive
Development Management

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Derbyshire DE5 3BT
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Email: enquiry@ambervalley.gov.uk
Web: www.ambervalley.gov.uk

Star Pubs And Bars
3-4 Broadway Place
South Gyle Broadway
Edinburgh
EH12 9JZ

Miss Victoria Jackson
S R Signs
Wortley Moor Lane
Leeds
LS12 4HX

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) (ENGLAND) REGULATIONS 2007

In pursuance of the powers vested in the Amber Valley Borough Council under the above Act and Orders and taking into account Government policy and guidance and the policies of the Amber Valley Borough Local Plan 2022-2040, and with reference to your application (**Office Code: AVA/2025/0849**) which was valid on the 8 December 2025 for permission **Advertisement consent for the installation of illuminated and non-illuminated signs to the exterior of the building and redecoration of the exterior walls at Derbyshire TA King Alfred King Alfred 58 High Street.**

In the manner described in the application and shown on the accompanying plan(s) and drawing(s) - **NOTICE IS HEREBY GIVEN** that express consent is **GRANTED for a period terminating on 25 March 2031 and subject to the following condition(s)**

Conditions/Reasons

1. This consent shall be restricted to a period of five years from the date of the Consent.

   Reason: In accordance with Regulation 14 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2012.

2. The development hereby permitted shall be carried out only in accordance with the details and specifications shown on the documents and plans:

   Application form
   Existing and Proposed Plans - 4589-PLANNING DD

   Received 5.12.2025

Date : 25 March 2026

Signed

Simon Gladwin
Chief Executive

Reason: To ensure that the development takes the form envisaged by the Local Planning Authority when determining the application in accordance with policy EN14; of the Adopted Amber Valley Borough Local Plan 2022-2040.

3. The external lighting scheme hereby approved shall operate only in accordance with the following:

   a) The external lighting scheme shall be installed, operated and maintained in accordance with the approved scheme. No amendments shall be made to the approved lighting scheme without the prior written approval of the Local Planning Authority;

   b) The lamps shall be positioned and maintained on site to minimise light trespass and glare, so any initial and periodic adjustments required by the Local Planning Authority shall be implemented; and

   c) The lamps shall operate only during trading hours and shall not be in use while the building is closed.

   Reason: In the interests of amenity and public safety in accordance with The Town and Country Planning (Control of Advertisement) Regulations 2012.

4. The intensity of illumination shall be controlled at a level that is within the limit recommended by the Institution of Lighting Professionals technical guidance note PLG05 "The brightness of illuminated advertisements" 2022 or in any document amending or superseding that report.

   Reason: In the interest of the visual amenity of the area, and to ensure that the advertisement does not prejudice the free flow of traffic or conditions of general safety along the adjoining highway.

Notes

Attention is drawn to the attached notes:

1 The development hereby approved includes the construction of structures which will overhang the adopted highway. You are advised that before any works commence you will require a license from the Highway Authority at highways.hub@derbyshire.gov.uk

Date : 25 March 2026

Signed

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2 The brightness of the floodlit surface, or illuminated sign face, shall not exceed the values stipulated in the Institution of Lighting engineers Technical Report No. PLG5:202 "Brightness of Illuminated Advertisements".

Reasons for Granting Permission

In granting permission for this development the Borough Council has taken into account all material planning considerations arising from the views of statutory and other consultees and public representations about the application, Government guidance as detailed in the National Planning Policy Framework and the policies of the Amber Valley Borough Local Plan 2022-2040:

EN14 - Advertisements

In detail :

The proposed advertisement(s) comply with the provisions of the development plan for the locality and raise no unresolved issues in relation to the character and design of the building and the locality, highway safety or heritage features.;

The National Planning Policy Framework (NPPF) is a material consideration in planning decisions. In accordance with Paragraph 39 of the NPPF the local planning authority has approached the decision making process in a positive way to foster the delivery of sustainable development and has worked proactively with the applicant/agent to secure a development to improve the economic, social and environmental conditions of the area.

Date : 25 March 2026

Signed

Simon Gladwin
Chief Executive

NOTES

THE STANDARD CONDITIONS

PART 1: Conditions attached to all consents save as otherwise provided in the regulations:

1. All advertisements displayed and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
2. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purposes of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.
3. Where any advertisement is required under these regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

PART 2: Conditions attached to consent deemed to be granted, or granted under Regulation 13.

4. An advertisement for which consent is deemed to be granted or is granted under Regulation 13 of the foregoing regulations shall not be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or airfields.

PROCEDURES FOR APPEAL (REGULATION 15)

22.(1) Provided that the Secretary of State shall not be required to entertain an appeal under this regulation if it appears to him having regard to the provisions of these 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.

(2) Any person who desires to appeal under this regulation shall give notice of appeal in writing to the Secretary of State within one month from the receipt of notification of the Local Planning Authority's decision or such longer period as the Secretary of State may allow and shall within one month from giving notice of appeal or such longer period as the Secretary of State may allow, send to the Secretary of State a copy of each of the following documents.
   (1) the application made to the Local Planning Authority
   (2) all relevant plans and particulars submitted to them
   (3) the notice of the decision, if any
   (4) all other relevant correspondence with the Authority

(3) The Secretary of State may, if he thinks fit, require the applicant or the Local Planning Authority to submit within a specified period a further settlement in writing in respect of any of the matters to which the appeal relates, and if, after considering the grounds of the appeal and any such further states, the Secretary of State is satisfied that he is sufficiently informed for the purposes of reaching a decision as to the matters to which the appeal relates, he may decide the appeal without further investigation; but otherwise the Secretary of State shall, if either party so desire, afford to each of them an opportunity of appearing before and being heard by a person appointed by the Secretary of State for the purpose.

(4) Where an appeal is brought under this regulation from a decision of the Local Planning Authority the Secretary of State may allow or dismiss the appeal or may reverse or vary any part of the decision of the Local Planning Authority whether or not the appeal relates to that part and deal with the application as if it had been made to him in the first instance.

(5) Where the Local Planning Authority fail to notify the applicant as required by regulation 14 within two months from receipt of the application, or within such extended period as is agreed between them, the provisions of paragraphs (1) and (2) above shall apply in relation to the application as if consent had been refused by the Local Planning Authority and as if notification of their decision had been received by the applicant at the expiration of the said period of two months or the extended period agreed upon as aforesaid as the case may be.

(6) Subject as hereafter provided, where the Local Planning Authority serve a discontinuance notice or any person under Regulation 16, the provisions of paragraphs (1) and (2) above shall apply as if that person had made an application for consent for the display or the use of land for display of advertisements to which the notice relates and the Local Planning Authority had refused consent for the reasons stated in the notice, and as if the notice constituted notification of the Authority's decision as required by Regulation 14. Provided that paragraph (2) above shall apply subject to the provisions of Regulation 16 (5) and as if the following sub paragraphs were substituted for sub paragraphs (I) to (IV) thereof:-
   (I) the discontinuance notice
   (II) any notice of variation thereof
   (III) any relevant correspondence with the Authority

(7) On the determination of an appeal under this regulation made by virtue of paragraph (6) above, the Secretary of State shall give such directions as may be necessary for giving effect to his determination, including where appropriate, directions for quashing the discontinuance notice in favour of the appellant.

(8) The decision of the Secretary of State on an appeal under this regulation shall be final and shall otherwise have effect as if it were a decision of the Local Planning Authority.

NOTE: If it is intended to give notice of appeal in accordance with Regulation 15 above this should be done on the appropriate form obtainable from: The Planning Inspectorate 3/23 Hawk Wing, Temple Quay House, 2 The Square Temple Quay Bristol BS1 6PN (Tel. No. 0117 372 8000) www.planning-inspectorate.gov.uk