BARNSLEY
Metropolitan Borough Council

**Place Directorate**
**Regeneration and Culture**
**Planning and Building Control**

# ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

**APPLICATION NO. 2021/0470**

**To** Carter Jonas
Carter Jonas LLP
One Chapel Place
London
W1G 0BG

In pursuance of its powers under the above-mentioned Act and Regulations the Barnsley Metropolitan Borough Council as the Local Planning Authority hereby **refuses** consent for the:

**Upgrade of two existing 48 sheet adverts to support digital poster**

**Land adjacent 1 Grange Lane, Barnsley, S71 5AA**

in accordance with the application form and accompanying plan(s) registered by the Council on 08/04/2021.

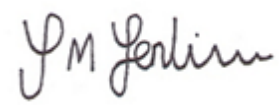
The reasons for the Council's decision to refuse planning permission are:

1 In the opinion of the Local Planning Authority, the proposed advertisements would adversely undermine highway safety due to their location facing towards the highly trafficked Grange Lane and nearby Stairfoot roundabout, within close proximity to a signal controlled junction, and their design characteristics including their large size and its ability to accommodate changing illuminated digital displays, which would create an undue distraction to highway users. As such the proposal conflicts with Local Plan Policy T4 - New Development and Transport Safety and the Council's Advertisements SPD.

2 In the opinion of the Local Planning Authority, the proposed advertisement would materially harm the appearance of the street scene, by reason of their size, siting, illumination and undue prominence.
The digital illumination would result in visually incongruous features that would stand out from the other, more modest, advertisements in the area and dominate the street scene. This impact would be compounded by the intermittent changing of the illuminated display that would significantly draw the eye, further accentuating its visual prominence and harmful effect on the amenity of the area, contrary to the SPD and Local Plan Policy D1.

*Pursuant to article 31(1)(cc) of the Town and Country Planning (Development Management Procedure) Order 2010 (as amended), the Local Planning Authority have, where possible, made a pre-application advice service available, complied with our Planning Service Charter for Business and otherwise actively engaged with the applicant in dealing with the application.*

Signed Dated 20/05/2021



Joe Jenkinson
Head of Planning and Building Control

**NOTES:-**

## Appeals to the Secretary of State

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.

As this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.

Appeals can be made online at: https://www.gov.uk/planning-inspectorate If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

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.

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.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.