



BARNSLEY
Metropolitan Borough Council

ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL
OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2016/1139

To Mr Christian Lawlor
ASALE2U & 2LET2U
18 Eldon Street
Barnsley
S70 2JB

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 Erection of advertisement sign
98 Snape Hill Road, Darfield, Barnsley, S73 9LP

in accordance with the application form and accompanying plan(s) registered by the Council on 26 October 2016.

The reasons for the Council's decision to refuse consent are:-

- 1 In the opinion of the Local Planning Authority, the proposed advertisement would be disproportionately large and poorly related to the building on which it would be displayed; culminating in a commercial appearance to a residential property, to the detriment of visual amenity. In addition, the proposed signage would serve general advertising which would not relate to the site and would introduce an incongruous and obtrusive feature in the street scene contrary to Policy BE6D of the approved Barnsley Unitary Development Plan and the Council's Supplementary Planning Document - Advertisements.

Signed 
Head of Planning and Building Control

Dated 21 December 2016

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.

NOTES:-

1. If the applicant is aggrieved by the decision of the Local Planning Authority to refuse consent the applicant may within eight weeks of receipt of this notice, appeal to the Secretary of State for the Environment, Transport and Regions in accordance with Regulation 22 of the Town and Country Planning (Control of Advertisements) Regulations 1984. The Secretary of State has power to allow a longer period for the giving of notice of appeal in cases where he is satisfied that the applicant has deferred the giving of notice because negotiations with the Local Planning Authority in regard to the proposed display are in progress.