BARNSLEY
Metropolitan Borough Council

ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2010/1477

To Matt Swindles
Primesight Ltd
The MET Building
22 Percy Street
London
W1T 2BU

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 Display of 1 no. internally illuminated free standing single sided advertisement unit.
Co-op, Barnsley Road, Darfield, Barnsley, South Yorkshire, S73 9DQ
in accordance with the application form and accompanying plan(s) registered by the Council on 06 December 2010.

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

1 In the opinion of the Local Planning Authority, the proposed display unit, by dominant reason of its size, illumination and prominent position, will give rise to a discordant commercial appearance which has a damaging impact to the visual amenity of the predominantly residential area. In addition the unit is not limited to that which is necessary to identify the premises and does not have regard to the site in which it is displayed. The proposal is therefore contrary to Policy BE6D of the approved Barnsley Unitary Development Plan and the Council's Supplementary Planning Guidance Note 8.

Stephen Moralee

Signed
Assistant Director, Planning and Transportation

Dated 20 January 2011

Planning and Transportation Service **Telephone: 01226 - 772000**
PO Box 604, Barnsley, S70 9FE **Fax: 01226 - 772591**

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 safisfied 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.

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