



BARNSLEY
Metropolitan Borough Council

ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL
OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2017/0168

Richard Moulson
Ecloud Electronic Cigarettes Limited
29 Station Road
Chapelton
Sheffield
S35 2XE

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 2 no. non Illuminated fascia signs to retail premise (Retrospective)
11 Market Street, Penistone, Sheffield, S36 6BZ

in accordance with the application form and accompanying plan(s) registered by the Council on 21 February 2017.

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

- 1 In the opinion of the Local Planning Authority, the signs materially harm the appearance of the Conservation Area, by reason of their size and siting. In addition the high contrast colours, design and materials result in the signage being unduly prominent and unsympathetic to the traditional nature of the building, eroding the setting of the historic core of the Conservation Area and the setting of nearby listed buildings and is therefore contrary to saved Policy BE6D of Unitary Development Plan, Core Strategy Policy 29: Design Principles, CSP30 - The Historic Environment, Supplementary Planning Document: Advertisements and Supplementary Planning Document: Shopfront Design.

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 
Head of Planning and Building Control

Dated 27 March 2017

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.