



ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2025/0570

To A Robinson Architect
2 Gawber Road
Barnsley
S75 2AF

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 electronic/digital advertising board on side elevation of building.
31 - 33 Eldon Street, Barnsley, S70 2JB.

in accordance with the application form and accompanying plan(s) registered by the Council on 25/11/2025.

The reason(s) for the Council's decision to refuse planning permission is/are:

1. In the opinion of the local planning authority, the proposed electronic/digital advertisement board would be of a size and scale which is considered too large and prominent in the street scene. Consequently, the proposal would make a negative contribution to public space and is therefore contrary to Local Plan Policy BTC3: Public Spaces.
2. In the opinion of the local planning authority, due to the scale and size of the proposed electronic/digital advertisement board, the proposal would not preserve or enhance the character and appearance of the character or enhance the setting of the nearby listed buildings and is therefore contrary to Local Plan Policy HE1: The Historic Environment and HE3: Developments affecting Historic Buildings.
3. In the opinion of the local planning authority, the position of the electronic/digital advertisement board behind the existing traffic signals at Regent Street and Eldon Street would result in a distraction from the traffic signals creating difficulty when differentiating between the lights and the proposal resulting in a detriment impact on road safety and is therefore contrary to Local Plan Policy T4: New Development and Transport Safety

Pursuant to article 35 (2) of the Town and Country Planning (Development Management Procedure) Order 2015 (as amended), the Local Planning Authority have, where possible, made a pre-application advice service available, and otherwise actively engaged with the applicant in dealing with the application in a positive and proactive manner.

Signed:

Dated: 14 January 2026

A handwritten signature in black ink, consisting of a circle with a vertical line through it and a horizontal line extending to the right, with some additional scribbles above the circle.

Garry Hildersley
Head of Planning, Policy & Building Control
Growth & Sustainability Directorate

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 eight 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.