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. 2021/0628

To Mr Chris Welbourne
16 Layton Park Avenue
Rawdon
Leeds
LS19 6PL

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

Installation of 1no 48 sheet freestanding digital advertising display unit

Buzz Bingo, Pontefract Road, Barnsley, S71 1AY

in accordance with the application form and accompanying plan(s) registered by the Council on 12/05/2021.

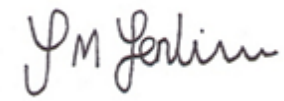
The reasons for the Council's decision to refuse planning permission are:

1 In the opinion of the Local Planning Authority, the proposed advertisement would adversely impact highway safety due to its location, luminance level and interaction with highway users on and entering Harborough Hill Road. Consequently it is considered that the signage disrupts the safe, secure and convenient access and movement of highway users on Harborough Hill Road and it therefore conflicts with Local Plan Policy T4 - New Development and Transport Safety, the SPD Advertisements as well as the Institute of Lighting Professionals 'Professional Lighting Guide 05 - The Brightness of Illuminated Advertisements'.

2 In the opinion of the Local Planning Authority, the proposed advertisement would materially harm the appearance of the street scene, by reason of its location relative to and impact upon a protected tree, this arrangement would further reduce the limited volume of soft landscaping visible along the highway which would be counter-productive to 'placemaking' and injurious to the aesthetic quality of the locality. The proposal is therefore in conflict with Local Plan Policy D1 - High Quality Design and Place Making and the SPD Advertisements.

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 09/07/2021



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.