



ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2023/0737

To Carter Jonas LLP
One Chapel Place
London
W1G 0BG

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 internally illuminated advert measuring 3m x 6m
119 High Street, Wombwell, Barnsley, S73 8HS

in accordance with the application form and accompanying plan(s) registered by the Council on 11/08/2023.

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 advertisement would materially harm the appearance of the street scene, by reason of its size, siting and undue prominence. The digital illumination would result in a unduly prominent and intrusive feature that would stand out from the other, more modest, advertisements in the area and dominate the street scene. This impact would be compounded by the intermittent changing of the illuminated display that would significantly draw the eye, further accentuated by the fact that there is an undeveloped green space immediately to the North-West of the building, exacerbating its visual prominence and harmful effect on the amenity of the area, leading to poorly sited and designed advertisement signage, which is out of scale with the local characteristics of the area, contrary to the SPD for Advertisements, Local Plan Policy D1: High Quality Design and Place Making and NPPF paragraphs 134 and 136.

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: 29 September 2023

Development Management
For and on behalf of Group Leaders,
Andrew Burton and Matthew Smith

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.