



BARNSLEY
Metropolitan Borough Council

ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL
OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2010/0775

To Gilling Dod Architects
2 Temple Square
Temple Lane
Liverpool
Merseyside
L2 5BB

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 non illuminated sign.

Junction of Oakwell Road and Pontefract Road, Hoyle Mill, Barnsley.

in accordance with the application form and accompanying plan(s) registered by the Council on 01 July 2010.

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

- 1 In the opinion of the Local Planning Authority the proposed sign would lead to an advertisement occupying a prominent position adjacent to the A628 Pontefract Road, a principle radial route into the town centre, which would represent a conspicuous feature within the streetscene to the detriment of visual amenity and would conflict with UDP policy BE6D and SPG 8.
- 2 Furthermore the proposals are viewed unfavourably from a highway safety viewpoint as the sign would give rise to an unnecessary distraction to drivers on Pontefract Road, to the detriment of road safety and in conflict with UDP policy BE6D and SPG 8.

Signed *Stephen Moralee*
Assistant Director, Planning and Transportation

Dated 25 August 2010

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.