

**IMPORTANT - THIS COMMUNICATION  
AFFECTS YOUR PROPERTY**

## **DISCONTINUANCE NOTICE**

**The Town and Country Planning (Control of Advertisements)  
Regulations 1992 and Town and Country Planning (Control of  
Advertisements) (Amendment) (Wales) Regulations 2017**



**ISSUED BY THE CITY AND COUNTY OF SWANSEA ("The Council")  
COUNCIL REFERENCE - ENF2019/0003**

1. You are using for the display of advertisement(s) the site described in the First Schedule below for which consent is deemed to be granted for certain forms of advertisements under the Town and Country Planning (Control of Advertisements) Regulations 1992 ("the 1992 Regulations").
2. The Council as the Local Planning Authority for the area, for the reasons stated in the Second Schedule below, considers it necessary to require the use of the site for the display of advertisement(s) to be discontinued to remedy a substantial injury to the amenity of the locality.
3. Acting under the powers conferred by Regulation 8 of the 1992 Regulations, the Council **REQUIRES YOU** to (*other than the sign marked Sign 1 in Annex 2 of this Notice*) **DISCONTINUE** the use of the site for the display of advertisements within a period of 3 (Three) months after the date on which this notice takes effect.
4. This notice shall take effect, subject to the provisions of Regulation 8(5) and (6) of the 1992 Regulations, at the end of a period of 8 weeks after the service of this notice on you (8<sup>th</sup> March 2019).

Dated: 11<sup>th</sup> January 2019

Signed:

A handwritten signature in black ink that reads 'T. Meredith'.

Designation: **Head of Legal, Democratic Services and Business Intelligence  
The Council's Authorised Officer**

Address to which all communication should be sent:

**Phil Holmes  
Head of Planning and City Regeneration  
City and County of Swansea  
Civic Centre  
Oystermouth Road  
Swansea  
SA1 3SN**

## **FIRST SCHEDULE**

### **Site to which this notice relates**

The property known as 'Bestsellers Mobiles' located at 23 Oxford Street, Swansea SA1 3AQ

The property is shown edged red on the plan attached to this Notice and photographs of the front and side elevations of the property are attached marked Annex 2.

## **SECOND SCHEDULE**

### **Reasons for issuing this notice**

As shown in the photographs attached at Annex 2 the site referred to in the First Schedule above is considered to be causing substantial injury to the amenity of the locality due to the number of, the design and overall temporary form of the advertisements being displayed. The advertisements create a visually detrimental impact upon the character and appearance of the host property upon which they are displayed and the character and appearance of the streetscene in this prominent City Centre location. This is considered by the Local Planning Authority to represent substantial injury to the amenity of the locality. Other than the retention of a single advertisement displaying the name of the business (as marked Sign 1 on Annex 2) all other advertisements shall be removed.

# ANNEX 1

## YOUR RIGHT OF APPEAL

You can appeal against this Notice, but any appeal must be received, or posted in time to be received, by the Planning Inspectorate appointed by the National Assembly for Wales before the date specified in paragraph 4 of the Notice. The below information provides advice on how to appeal. Please read the information carefully along with the relevant appeal form.

## HOW TO APPEAL

Appeals can be made online from the Appeals Casework Portal at <https://acp.planninginspectorate.gov.uk/> and copies of the relevant Advertisement Appeal form can be obtained from the Planning Inspectorate

Address : The Planning Inspectorate  
Crown Buildings  
Cathays Park  
Cardiff  
CF10 3NQ  
Telephone : Telephone: 0303 444 5962  
E-mail : [wales@pins.gsi.gov.uk](mailto:wales@pins.gsi.gov.uk)

or downloaded from the following website:

<https://gov.wales/docs/desh/publications/121123advert-appeal-form-en.pdf>

If you decide to appeal you should send a copy of the appeal form together with a copy of the Discontinuance Notice to both the Planning Inspectorate and the Council.

## WHAT HAPPENS IF YOU DO NOT APPEAL

If you do not appeal against this Discontinuance Notice, it will take effect on the date specified in paragraph 4 of the Notice and you must then ensure that the required steps for complying with it, for which you may be held responsible, are taken within the period(s) specified in paragraph 3 of the Notice. Failure to comply with the Discontinuance Notice which has taken effect can result in prosecution and/or remedial action by the Council.

## PLEASE NOTE

If you need any independent advice about this Notice you are advised to contact a lawyer, planning consultant or other professional advisor specialising in planning matters.

## PERSONS TO WHOM THIS DISCONTINUANCE NOTICE HAS BEEN SERVED

This Notice has been served on:

1. Alexdraft Limited of 4 Palmyra Court, West Cross, Norton, Swansea SA3 5TJ
  2. Bestsellers Mobiles, 23 Oxford Street, Swansea SA1 3AQ
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# ANNEX 2



SIGN 1



# The Plan



Organisation	City & County of Swansea
Department	Department
Comments	
Date	04/01/2019
PSMA Number	100023509
Scale:	1:1,250

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