



ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2021/0997

To Mr Ben Porte
Clear Channel UK Ltd
33 Golden Square
London
W1F 9JT

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 internally illuminated 48-sheet digital poster display

Machine Mart, Pontefract Road, Barnsley, S71 1EZ

in accordance with the application form and accompanying plan(s) registered by the Council on 13/08/2021.

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 that would result in over-commercialisation and dominance of the locality and is therefore in conflict with Local Plan Policy D1 - High Quality Design and Place Making and the SPD Advertisements
- 2 In the opinion of the Local Planning Authority, the proposed advertisement would adversely impact highway safety due to its location and interaction with highway users on Pontefract Rd, Langdale Road and Market Close as well as those entering or existing from the junctions serving Machine Mart, GreenBros or the Car Wash further west. Consequently it is considered that the signage would harm the safe, secure and convenient access and movement of highway users on Pontefract Road and is therefore in conflict with Local Plan Policy T4 - New Development and Transport Safety and the SPD Advertisements.

- 3 The size, illumination, proximity and period of advertisement change (every 10 seconds) of the proposed sign relative to the habitable windows of adjacent residential properties (Nos. 46 & 48 Pontefract Rd) shall incur a detrimental loss in amenity for the occupants of those dwellinghouses above the prevailing light pollution levels of the surrounding urban environment along Pontefract Rd and the proposed advertisement panel is consequently determined to be in conflict with Local Plan Policy GD1 - General Development 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 06/10/2021

A handwritten signature in black ink, appearing to read 'JM Jenkinson', written in a cursive style.

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 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.