



BARNSLEY
Metropolitan Borough Council

ADVERT REFUSAL

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL
OF ADVERTISEMENTS) REGULATIONS 1992

APPLICATION NO. 2009/0725

To Clear Channel UK Ltd
Unit 16
Octavian Way
Team Valley Trading Estate
Gateshead
Tyne and Wear
NE11 0HZ

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 advertisement panels to existing bus shelter.

Stop No. 772B402, Manchester Road, Midhonestones Bridge, Sheffield.

in accordance with the application form and accompanying plan(s) registered by the Council on 05 June 2009.

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

- 1 In the opinion of the Local Planning Authority, the proposed advertisement would materially harm the appearance of the rural locality, adjoining Conservation area and listed structure, by reason of its siting and undue prominence and therefore would be contrary to Policies BE1, BE2 and BE6D of the approved Barnsley Unitary Development Plan and the Council's Supplementary Planning Guidance Note 8.
- 2 In the opinion of the Local Planning Authority, the proposed advertisement, by reason of its prominent siting and illumination adjacent to the highway would be a distraction to drivers attention and potentially harmful to highway safety, contrary to Policy BE6D of the approved Barnsley Unitary Development Plan and the Council's Supplementary Planning Guidance Note 8.

Signed

Stephen Moralee
Assistant Director, Planning and Transportation

Dated 01 September 2009

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.