

Application Reference Number:	2026/0203
Proposal Description:	Installation of internally illuminated signage to Restaurant
Location:	128 Doncaster Road, Darfield, Barnsley, S73 9JA

Recommendation:

Approve subject to conditions.

Site Description

The site is located at 128 Doncaster Road, Darfield, Barnsley, S73 9JA. The site is currently a restaurant and benefits from a large off street carpark. The building is a 2-storey property and is located upon the A635. The surrounding area is predominantly residential in character, with the dwellings being a mix of detached, semi-detached and terraced homes. There are a small number of commercial properties in the area. The site is located east of Barnsley town centre and is only accessible via road routes.

Planning History

2026/0202 - Installation of external cladding to front and side elevations of Restaurant – Ongoing.

Proposed Development

The applicant has proposed for the installation of internally illuminated signage to restaurant. There would be three signs that would be attached to the façade of the building. These signs would be illuminated under 250cd/m².

Relevant Policies

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the development plan unless material considerations indicate otherwise. The development plan for Barnsley consists of the Barnsley Local Plan (adopted January 2019).

The Local Plan review was approved at the full Council meeting on 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering its objectives. This means no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review. The next review is due to take place in 2027 or earlier if circumstances, require it.

- Policy D1 High Quality Design and Place Making

- Policy Poll1 Pollution Control and Protection
- Policy GD1 General Development
- Policy SD1 Presumption in favour of Sustainable Development

National Planning Policy Framework (NPPF) and the National Planning Practice Guidance

In December 2024, The Government published a revised National Planning Policy Framework ("NPPF") which is the most recent revision of the original Framework, published first in 2012 and updated a number of times, providing the overarching planning framework for England.

It sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. This revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development which is at the heart of the framework (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). The NPPF confirms that there are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent.

The most relevant sections are:

- Section 2 - Achieving sustainable development
- Section 4 - Decision making
- Section 12 - Achieving well-designed places

The National Design Guidance (2019) is a material consideration and sets out ten characteristics of well-designed places based on planning policy expectations. A written ministerial statement states that local planning authorities should take it into account when taking decisions.

Supplementary Planning Documents:

In line with the Town and Country Planning (Local Planning) (England) Regulations 2012, Barnsley has adopted twenty-eight Supplementary Planning Documents (SPDs) following the adoption of the Local Plan in January 2019.

- Advertisements

Consultations

Pollution Control – No objection, subject conditions:

Transportation – No objections.

Ward Members – no comments received

Representations

The application has been advertised in accordance with Article 15 of the Town and Country Planning Development Management Procedure (England) Order 2015. A site notice was posted at the site. No representations have been received to this publicity

Assessment

The main issues for consideration are as follows:

- The impact on the character of the area
- The impact on neighbouring residential properties
- Highways

For the purposes of considering the balance in this application the following planning weight is referred to in this report using the following scale unless the NPPF establishes a specific weight:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

Principle of Development

The erection of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in light or other pollution which would unacceptably affect or cause nuisance to the natural and built environment or to people.

Residential Amenity

There are no residential properties within close proximity of the site and therefore the proposed fascia would not lead to the proposal having a detrimental impact in terms of residential amenity therefore it does not conflict with Local Plan Policies GD1: General

Development and Pollution Control and Protection. The Council's Pollution Control Officer has been consulted upon, and they had no objections to the scheme subject to a suitable condition controlling the luminance of the signs as follows

- The illuminance levels of any fascia sign shall not exceed 250 cd/m² and the illuminance shall be static.

Moderate planning weight has been granted to this.

Visual Amenity

The proposed fascia signage would not provide a design which departs from the existing design to a degree significant enough to cause harm to the visual amenity of the building. The colour scheme is considered to be understated and again does not depart significantly from the existing colour scheme. The colour scheme is subtle and in keeping with the current character of the building.

As such there would be little to no detrimental impact on visual amenity. The proposal is therefore considered to comply with *Local plan Policy D1: High Quality Design and Placemaking* and would be acceptable regarding visual amenity. Moderate planning weight has been granted to this.

Highways Safety

The proposed signage would provide little to no projection into the highway. The Council's Highways Officer has been consulted upon, and they have made the following comments:

"It is proposed for a total of three fascia signs to be erected on the Restaurant building; all of the signs are to be illuminated and are stated as having a maximum luminance level of 250cd/m² which is well within the recommended maximum level.

The proposed signs are all to be positioned well above head height and would be mounted flush to the building, as such, they would not project outward in a manner that could interfere with any vehicular or pedestrian sight lines/visibility.

Given the height of the signs along with the low luminance levels, it is considered that they would not prove to be unduly distracting to road users. The proposals are therefore considered acceptable from a highway's development control perspective."

The proposal is therefore considered to comply with *Local Plan Policy T4: New Development and Transport Safety* and would be acceptable regarding highway safety

Planning Balance and Conclusion

For the reasons stated in the report above the proposal is granted approval subject to the conditions. The scheme would have little to no adverse impacts on visual and

residential amenity, and highway safety. As such the scheme would comply with the Council's policies.

Recommendation

Approve subject to conditions

Justification

STATEMENT OF COMPLIANCE WITH ARTICLE 35 OF THE TOWN AND COUNTRY DEVELOPMENT MANAGEMENT PROCEDURE ORDER 2015

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering objections, the determination of the application and the resulting recommendation. It is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.