

Application Reference Number:		2026/0537	
Application Type:		Advert	
Proposal Description:		Internally illuminated fascia sign, Internally illuminated projecting sign, external service ladder sign and 3no new digitally printed window vinyl's.	
Location:		Roundhouse Medical Centre, Wakefield Road, Smithies, Barnsley, S71 1TH	
Applicant:		Mr Jon Crowcroft	
Third-party representations:	None.	Parish:	
		Ward:	Athersley & New Lodge

Site Description

The application relates to the Pharmacy frontage of Roundhouse Medical Centre. The building is located to the west of the junction between Wakefield Road and Laithes Lane. The pharmacy frontage faces eastwards towards this junction. A bus lane and grassed verge separates the adjacent footpath and the junction. Commercial units and the associated parking is located to the east of the site across the junction and to the south of Laithes Lane. Commercial units and residential properties are located to the north of Laithes Lane and to the northeast of the site. Parking associated to the site is located to the north, south, northwest and southwest of the site. New Lodge Village Green is located to the west of the site. Residential properties are located to the north and south of the site and are characterised by predominately semi-detached properties.



Relevant Planning History

Application Reference	Description	Status
2009/0895	Erection of a lift centre containing a health centre with three GP practices to provide consulting rooms, treatment rooms and ancillary office facilities (D1), a pharmacy (A1) plus associated parking and landscaping also provision for a temporary siting of MRI scanner in car parking area accessed from Langsett Road.	Approved with Conditions
2011/0094	Siting of a condenser unit to pharmacy.	Approved with Conditions
2011/0120	Display of 1 no. internally illuminated fascia sign, 1 no. internally illuminated projecting sign, 1 no. panel service sign and 8 no. window graphics.	Approve permission for the internally illuminated fascia sign
2015/0806	Display of signage comprising of 1 no. internally illuminated fascia sign, 1 no. internally illuminated projector, 1 no. service menu board and 3 no. window vinyl graphics	Approve with Conditions

Proposed Development

The applicant is seeking permission to install an internally illuminated fascia sign, an internally illuminated projecting sign, an external service ladder sign and 3no new digitally printed window vinyls.

The internally illuminated fascia sign would be a box sign and be positioned above the pharmacy frontage. The sign would have an approximate width of 6 metres and an approximate height of 0.8 metres. The sign would project approximately 7.5 centimetres. The sign would be constructed from aluminium along with translucent vinyl. The colour scheme would be Blue, White and Green. The fascia sign would be internally illuminated with a static illuminance level of 300cd/m².

The internally illuminated projecting sign would be positioned to the upper right side of the pharmacy frontage. The sign would project approximately 0.65 metres, have an approximate height of 0.6 metres and an approximate width of 15 centimetres. The sign would be cross shaped and be green coloured. The sign would be internally illuminated at a static illuminance level of 300cd/m².

The external ladder sign would be located to the right side of the frontage and below the projecting sign. The signage would be approximately 1.2 metres in height and approximately 0.37 metres in width. The sign would be predominantly green coloured and retains 4 openings to allow for various healthcare related inserts to be installed.

The proposed vinyls would be placed within the three windows. The vinyls would be approximately 2.2 metres in height and each would have an approximate width of 1.1 metres. The vinyls would provide medical service advice related to the pharmacy.



Policy Context

Planning decisions should be made in accordance with the current development plan policies unless material considerations indicate otherwise; the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Local Plan was adopted in January 2019 and is now accompanied by seven masterplan frameworks which apply to the largest site allocations (housing, employment, and mixed-use sites). In addition, the Council has adopted a series of Supplementary Planning Documents and Neighbourhood Plans which provide supporting guidance and specific local policies which are a material consideration in the decision-making process.

The Local Plan review was approved at the full Council meeting held 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.

Local Plan Allocation – Employment Allocation Site ES4

The site is located as Employment and is allocated as site ES4. Therefore, the following policies are relevant:

- **Policy SD1: Presumption in favour of Sustainable Development.**
- **Policy D1: High quality design and place making.**
- **Policy GD1: General Development.**
- **Policy POLL1: Pollution Control and Protection.**
- **Policy T4: New Development and Transport Safety.**

National Planning Policy Framework

The NPPF sets out the Government's planning policies and how these are expected to be applied. The core of this is a presumption in favour of sustainable development. Proposals that align with the Local Plan should be approved unless material considerations indicate otherwise. In respect of this application, relevant sections include:

- ***Section 12: Achieving well designed places.***

Supplementary Planning Document(s)

- ***Advertisements.***

Consultations

Local Ward Councillors – No response.
Highways DC – No Objection.
Pollution Control – No Objection.

Representations

Notification was sent out to neighbouring properties, and a site notice was placed nearby, expiring on the 31st July 2026. No representations have been received

Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale:

- 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.

Visual Amenity

Well-designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area. Excessive illumination causes light pollution and is therefore wasteful of energy. Well directed lighting can, however, aid personal safety within an area and enhance its attractiveness. The form which this illumination takes should also be considered at an early stage. For example, a suitably designed fascia box in a solid material which allows internal illumination to show through cut out lettering can be a very effective solution, whilst internally illuminated box mounted signs in an opaque material is an unsightly option and will be discouraged.

External lights can also be an acceptable solution, either by means of trough lighting or carefully designed and located spot lighting.

The proposed fascia signage would not differ from the existing signage to a significant degree. The new design is consistent with the existing pharmacy's theme whilst providing an updated design. The use of an illuminated fascia results in an enlarged forward projection, however, will remain modest. The proposed projecting sign will also be of a similar design to the existing projecting sign and will retain the cross theme whilst providing an updated and more minimalist design. The proposed illumination would remain static and at 300cd/m² is considered modest.

The proposed ladder sign is a fairly insignificant element of the proposal and is of a similar scale to the existing sign whilst providing an updated colour scheme. The proposed vinyls are the same scale to the existing window vinyls however also provide an updated colour scheme and theme. The use of window vinyls is a common theme for similar pharmacies.

It is therefore considered that the proposal is acceptable in terms of visual amenity and in compliance with Local Plan policy D1: High-Quality Design and Place Making and as such carries substantial weight in favour of the application.

Residential Amenity

The proposed illumination would be static and of low level of internal illuminance at 300 cd/m². The proposed illumination would therefore be unlikely to cause any light pollution to neighbouring residential properties.

The nearest residential properties which would face the illumination would be approximately 70 metres across the junction between Wakefield Road and Laithes Lane. Due to the significant distance, the proposed signage would have little to no impact on their residential amenity. Residential properties are located to the north and south of the site, however, would not face the proposal and would be predominantly screened by the site building itself. Additionally, it is noted that pollution control have raised no concerns regarding the proposal.

It is therefore considered that the proposal would not result in a significant increase in overshadowing, reduced levels of outlook or increased levels of illuminance pollution to a detrimental level and is in compliance with Local Plan Policy GD1 General Development. This carries substantial weight in favour of the application.

Highway Safety

The advertisement raises no concerns from highways given the proposed fascia signage would not obstruct vehicular or pedestrian sight lines. The low luminance level also does not constitute any undue distraction to road users.

As such the proposal is considered acceptable in terms of its impact on highway safety and in compliance with Local Plan Policy T4 New Development and Transport Safety. This carries substantial weight in favour of the application.

Planning Balance and Conclusion

For the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant plan policies and planning permission should be granted subject to necessary conditions. Under the provisions of the NPPF, the application is considered to be a sustainable form of development and is therefore recommended for approval.

RECOMMENDATION: Approve subject to conditions

Justification

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

It has not been necessary to make contact with the applicant to request amendments to the proposal.

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.

Conditions

1. The development hereby approved shall be carried out strictly in accordance with the plans

External Signage DwgRef:G_93858 Rev:D
20260537 Site Plan Received 2nd July 2026
20260537 Location Plan Received 2nd July 2026

and specifications as approved unless required by any other conditions in this permission.

Reason: In the interests of the visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.

2. The signage hereby permitted shall not exceed the proposed maximum static illuminance levels of 300 cd/m².

Reason: In the interests of visual amenities of the locality and in accordance with Local Plan Policy D1 High Quality Design and Place Making.

Informatives

- 1) The granting of planning permission does not in any way infer that consent of the landowner is given. Therefore, the consent of all relevant landowners is required before proceeding with any development, including that of the Council as landowner.

If it should transpire that the applicant does not own any of the land included in this consent, then it is the responsibility of the applicant to seek all necessary consents and approvals of the landowner.

- 2) It is recommended that measures are taken to prevent a nuisance/ or effect the quality of life of local residents. Please note that the Council's Pollution Control Team have a legal duty to investigate any complaints about noise, smoke or dust. No waste should be burnt. If a statutory nuisance is found to exist, they must serve an Abatement Notice under the Environmental Protection Act 1990. Failure to comply with the requirements of an Abatement Notice may result in a fine of up to £20,000 upon conviction in Magistrates' Court. It is therefore recommended that you give serious consideration to the steps that may be required to prevent a noise, dust or smoke nuisance from being created.