

7<sup>th</sup> July 2026

Barnsley Council  
Planning Department  
1 Westgate, Barnsley  
S70 2DR

Wildstone Reference: FS969  
Planning Portal Reference: PP-15056067

## **Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

**Address: Shell Fairfield Garage, Sheffield Road, Barnsley, Sheffield, S74 ODP**

**Proposal: Erection of a D6 small format Advertisement Display**

Dear Sir/Madam,

This cover letter has been prepared on behalf of Wildstone Estates Limited, an outdoor media infrastructure provider, and is submitted in support of an application for advertisement consent to erect a freestanding D6 small format advertisement display at the above site to replace the existing paper and paste unit.

The site comprises a Petrol Filling Station (PFS) owned by Motor Fuel Group (MFG), the largest independent forecourt operator in the UK. The Company currently has around 1,200 sites which offer customers a growing dual-fuel strategy, a versatile valeting offer and a convenient retail and 'food to go' portfolio.

The site has been selected due to its suitability for advertising and will be capable of being operated from a roadside location. This in turn will significantly reduce the number of vehicle trips for reposting when compared with a traditional poster and paste billboard.

Wildstone Estates Limited is working in partnership with MFG to modernise existing advertising infrastructure across the MFG portfolio and where possible to rationalise and declutter existing advertisements, which aligns with an industry wide programme.

This application seeks to convert the existing advertising display currently on site with a digital panel under planning application 2010/0955 which was approved on 27<sup>th</sup> September 2010 and benefits from Class 14 deemed consent.

## The Proposal

The proposal seeks to declutter the site by removing the existing freestanding advertisements and erecting one freestanding D6 small format advertising display which will exhibit static advertisements on rotation. This is a standard small format advertisement, which is frequently found across the UK in roadside, retail and transportation environment. The advertisement which is the subject of this application will be aimed at users of the PFS rather than road users. The existing 6 sheet panel was granted advertisement consent in September 2010 (2010/0955) and has been in situ since March 2011 and therefore now benefits from deemed consent under Class 14 of Schedule 3 Part 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The proposed D6 small format advertisement display has the same dimensions as a standard 6-sheet panel, measuring 1.23m(w) x 2.4m(h) x 0.22m (d). The proposed advertisement will utilise LCD digital technology which is durable, efficient and can be easily erected with minimal engineering. The quality of the image produced will mimic that of a traditional paper and paste display (**Appendix 1**). The proposed display will meet modern advertisement requirements and will be capable of displaying six advertising campaigns at a time, sequencing every ten seconds. The advertisements will comprise local and national campaigns as well as goods and services sold on site.

The D6 small format advertisement display will be monitored and controlled remotely in real time from a Network Operation Centre (NOC) to display advertisements and facilitate responsive maintenance where necessary. Diagnostics software can report any small technical faults (e.g. a broken panel) so that a kill switch can turn the content to black. Engineers are able to respond within 24 hours to any issues which require attendance.

## Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

The proposed display will operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night time, with lower thresholds set on more sensitive sites

Guidelines published by the Institute of Lighting Professionals (ILP) in 2023 have introduced a set of model conditions which can be applied to advertisement consents going forwards. The model conditions are set out within Appendix 1 of Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23) and are included within **Appendix 2** of this statement for clarity.

## The Site

The proposal site is located at Fairfield Garage on Sheffield Road, Barnsley as shown in Figure 1. The site is located on the northern the boundary of the PFS which is wholly commercial in setting. The principle of advertisement has been established within the confines of the PFS as there various forms of advertising on the site. This includes an existing 6 sheet panel which was granted advertisement consent in September 2010 (2010/0955) and has been in situ since at least March 2011 and therefore benefits from deemed consent under Class 14 of Schedule 3 Part 1 of the Advertisement Regulations.



**Figure 1 – Site Location**

In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the proposal would be classified as within Environmental Zone 4 (Urban).

## Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2025 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based. The Barnsley Local Plan which was adopted in 2019 is supported by a supplementary document to Policy D1, which provides

guidance on the regulation of advertisements in the interests of amenity and public safety, which has regard to the design, scale and impact on the character of the surrounding area in accordance with the NPPF. This approach recognises that signage on commercial premises is acceptable, provided it is appropriately designed and proportionate to its context. The proposal is considered proportionate to its commercial PFS context and accords with this guidance.

## Planning Considerations

The commercial location is considered to be appropriate for a D6 advertisement display and in line with the Regulations, the impact of the proposal has been considered in amenity and public safety terms and are addressed in turn below:

### Amenity

NPPG confirms, at Paragraph 079, that *“In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement...”*. In this case, the immediate neighbourhood is the PFS itself since, in the context of the wider setting, the filling station structures (shop/canopy/pumps and other features) will remain by the far dominant visual attractor. It is a design requirement that petrol filling station forecourts must be “adequately illuminated” at all times, with a minimum design illuminance of 100 lux at ground level (Section 9.5.6, APEA Blue Book – 4th Edition, April 2018). Therefore, the context of the site is one of an already developed, well illuminated commercial operation. The effect on amenity of the proposed D6 advertisement on this well-lit immediate neighbourhood will therefore be minimal.

The site does not lie within a Conservation Area nor is it attached or adjacent to a Listed Building or within proximity of any local heritage assets.

The commercial context and the previous grant of express consent for the existing advertisement establishes the site as appropriate for advertisement displays. The PFS is characterised by a large forecourt canopy, petrol pumps and associated commercial uses, in addition to large illuminated Shell totem and freestanding banner advertisements and a Costa Coffee Cup which will be removed as part of the proposal. The presence of prominent commercial signage and vibrant branding colours, notably yellow, green, and red further accentuates the site's commercial function and visual presence within the streetscape. The proposed D6 display would be of small scale in comparison to the existing large canopy and illuminated Shell Totem within the PFS commercial built environment.

The closest residential properties are to the east of the proposal, but these properties have no interaction with the proposal due to them being located at an appropriate separation distance and having an oblique angle from the properties.

In accordance with the categorisations set out in the ILP Guide PLG 05/23, it is recommended that the maximum nighttime luminance of the display should be set at 300 cd/m<sup>2</sup> and 5000 cd/m<sup>2</sup> during daytime hours. The reduction in night time luminance will further mitigate any potential impacts at night and ensure that the display is not dominant.

Should the Council consider a further reduction, the applicant is prepared to offer a further limit on illumination levels to just 150cd/m<sup>2</sup> between the hours of 11pm to 6am – half the level recommended by the ILP Guidance. This will ensure that the display maintains a very muted appearance during the night-time hours.

## **Public Safety**

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of advertising has already been established at this location, the Council need only consider whether the newly proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety.

The proposal site is located within a PFS and the advert is in an uncomplicated location which drivers should be able to navigate with ease. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

According to crashmap.co.uk there have been no serious accidents on the approach to the site in the past 5 years indicating a very safe stretch of road.

Should the Council's Highways department identify any reasons why the location might be challenging to drivers, the applicant would be open to discussing alternative controls. However, it should be noted that the proposed conditions are now well established as best practice and as such any change (e.g. to the rate of change) would be unusual and would need to be evidence based and specific to the location.

## **Conclusion**

The proposal seeks to declutter the site by removing all existing freestanding advertisements and erect a D6 small format advertising panel which is considered to be in an appropriate location for advertising and will contribute to the wider modernisation of the sites which sits within the MFG portfolio. The size and scale of the D6 advertisement display is de-minimis in the context of the PFS.

PFS sites are an appropriate location in principle for this form of advertising and the positioning and the proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent subject to appropriate conditions to control the operation of the advertisement.

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
  - FS969/PA/01 Site Location Plan
  - FS969PA/02 Existing Site Plan
  - FS969/PA/03 Proposed Site Plan
  - FS969/PA/04 Existing and Proposed Elevations
  - FS969/PA/05 Existing and Proposed CGIs

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

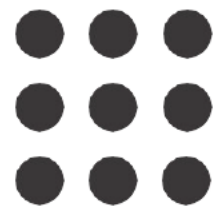
Yours faithfully,  
*HT*

[REDACTED]  
Role: Planning Assistant  
[REDACTED]

# Appendix

## 1

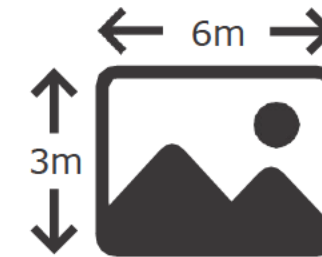
# D-POSTER



High resolution LED display



Dimmable to 55 cd/m<sup>2</sup>  
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to  
traditional digital panel (300-600mm)

# DIGITAL ADVERTISING

A before & after comparison for sites upgraded to a digital format.



**BEFORE:** Gable mounted 48-sheet paper and paste advertising display.



**AFTER:** Gable mounted 48-sheet digital advertising display.

The digital advertising display replicates the appearance of the previous paper and paste display; the upgrade of the site to a digital format has a neutral impact upon amenity of the site, street scene, and surrounding area.

There is a neutral impact upon highway and public safety. The cognitive demand of highway users is unaffected, allowing content to be assimilated whilst assessing the road ahead and any upcoming traffic conditions.

**PAPER AND  
PASTE PANEL**



**DIGITAL  
PANEL**

The image shows a digital display (elevated to flank wall), and a paper and paste display presenting the same advertisement.

The digital advert mimics the appearance of the classic paper and paste display. It does not appear overly bright or prominent within the street scene, nor does its presence impact upon the character of the area.

At night, the screen reduces output to 12% of daylight levels. It remains visible without appearing as a casting light source or as an overly dominant feature.

# Appendix

## 2

# Model Conditions

## 1 no. digital 48-sheet advertising display

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

## Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

## Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

*Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.*

## Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in

a condition that does not impair the visual amenity of the site.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbor or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

*Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

## Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

*Reason: In the interests of amenity and in order to retain effective planning control.*

9. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m<sup>2</sup> in accordance with the recommended maximum night time luminance value set out for Environmental Zone 3 in Table 10.4 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of

Illuminated Advertisements including Digital Displays'.

10. *Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

11. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull). It shall at all times be no greater than 5,000cd/m<sup>2</sup> in accordance with the recommended maximum daytime luminance values set out in Table 10.5 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of Illuminated Advertisements including Digital Displays'.

*Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

12. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

*Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

13. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

*Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

14. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

*Reason: In the interests of amenity and in order to retain effective planning control.*