



JohnsonMowat
Planning & Development Consultants

FAO Elaine Ward

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Our ref.
Your ref.

03 April 2025

Submitted via Planning Portal only

Dear Ms Ward

**“GATEWAY 36”, EMPLOYMENT DEVELOPMENT AT DEARNE VALLEY PARKWAY, HOYLAND
APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT
PLANNING PORTAL REF. PP-13738810**

Please find enclosed application for consent to display an advertisement at the Gateway 36 site. The application seeks approval for the installation of a totem sign, for which advertisement consent is required to be granted by the local planning authority. A short explanatory note detailing the proposed totem sign is appended to this letter.

The note identifies the site location, provides a description of the site, outlines the relevant local planning policies and associated material considerations, and concludes with a planning assessment in support of the proposed totem sign.

The submission is made via the Planning Portal (ref. PP-13738810) and comprises this letter, the application form and the following drawings:

Drawing Submitted
Site Location Plan ref. 016/ROK/YAC/A0
Site Location and Detail ref. 015/ROK/YAC/A3
Design Specification and Elevations ref. 05881-14-0001 (page 2)
Signage Location CGI ref. 05881-14-0001 (page 3)

The application fee of £648 has been paid via the Planning Portal.

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I trust that this submission provides the necessary information to validate this application for consent to display an advertisement.

If you have any queries or there are any matters that it would assist to discuss further, then please contact me by email or by the telephone number above. Otherwise, I would be grateful to receive confirmation of the validation of this application and the target date for determination.

Yours sincerely

JFisher

Joseph Fisher
Graduate Planner

cc. Harworth Group

Explanatory Note

This application seeks approval to display an advertisement at the Gateway 36 site, specifically for the installation of a totem sign.

Site Location & Description

The application site is situated at the north-eastern part of the Gateway 36 employment site off the Dearne Valley Parkway, Hoyland, Barnsley.

An existing sign in this location is to be removed, and the proposed sign shall be installed in this location.

The proposed sign is located to the southwest flank of Newton Road approximately 50m southeast of the Shortwood Roundabout. The sign is located adjacent to the public highway, in land owned by Harworth Group.

The sign shall be located on ground at the foot of the embankment. The site location plan indicates the area of land within which the sign may be sited, allowing minor adjustment in response to any ground or construction constraints.

The area is predominantly commercial, with the nearest residential properties located approximately 150 metres to the east of the site and separated by a belt of trees.

Proposed Development

The proposed sign serves to identify the Gateway 36 development at its road access from the Dearne Valley Parkway, which assists wayfinding and recognition.

This application for consent to display an advertisement seeks permission to erect an eight-metre-high, 2.6-metre-wide, 0.4-metre-deep totem sign at the entrance to Gateway 36 off Newton Road. The proposed totem sign will feature commercial development branding and will be made of 3mm thick aluminium folded panels with vinyl graphics in a white, navy, light blue, and light green colour scheme, and would be internally illuminated with a maximum illuminance level of 600 cd/m².

As a permanent installation, no finite consent period is sought. We request that express consent is granted for the longest allowable period, and note that upon expiry of such period the sign may continue to be displayed under Class 14 deemed consent (unless required to be removed by condition).

Policy Context

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the National Planning Policy Framework (NPPF) does not change the statutory status of the development plan as the starting point for decision making. The Barnsley Local Plan (Local Plan) was adopted in January 2019 and is also 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 and are a material consideration in the decision-making process.

Local Plan

The site is allocated as an employment site (ref. ES17) within the Local Plan Proposals Map. However, this allocation is not relevant to the determination of this application for consent to display an advertisement.

The following policies are relevant:

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

Other Material Considerations

The following Supplementary Planning Document is relevant to this application for consent to display an advertisement:

- Advertisements

Assessment

Visual Appearance

The proposed advertisement is sufficient to identify the Gateway 36 site, and does not give rise to a cluttered or overly commercial appearance to the area. The size is proportionate to the scale of the Gateway 36 development and buildings therein. It is of high-quality design and constructed from high-quality materials such that it will present an attractive appearance without detriment to the character of the area. As such, the installation of the proposed signage is considered to be suitable for its location and in conformity with Local Plan Policies GD1, D1 and the Advertisements SPD.

Residential Amenity

The proposed advertisement would be located within a commercial area, with units 1–3 of the Gateway 36 site situated nearby, and the Shortwood Business Park located on the opposite side of the Shortwood Roundabout.

The sign will be internally illuminated to an appropriate degree of luminance for its purpose and setting. It will be seen in the context of the surrounding commercial uses, existing street lighting, and passing traffic.

As the nearest houses are 150 metres to the east of the proposed location of the totem sign, and are situated on higher ground with a belt of trees intervening at the northeast flank of Newton Road, there should be no significant visibility of the sign from the houses.

It is therefore considered that the proposed sign shall have no detrimental effect on local residents and is in alignment with the requirements of the SPD Advertisements and Local Plan policies GD1 and POLL1.

Highway Safety

The proposed totem sign would be situated in a commercial area and be appropriately set back from the Dearne Valley Parkway and the Shortwood Roundabout. It would not affect any vehicular or pedestrian sightlines or visibility, nor would it cause any undue distraction to road users.

The proposed totem sign would be internally illuminated with a maximum illuminance level of 600 cd/m², which is appropriate for an advertisement of this nature, given its location within a commercial area and its appropriate set back from the Dearne Valley Parkway.

The proposal therefore complies with Local Plan Policy T4: New Development and Transport Safety and is considered to be acceptable in respect of highway safety.