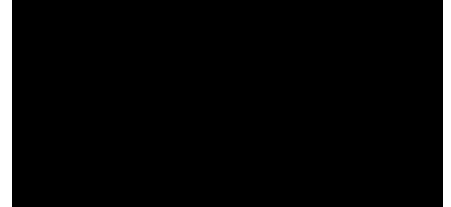


Planning and Building Control
Barnsley Council
PO Box 634
Barnsley
S70 9GG



19 October 2026

Our Ref: 8810787/3/BJF/B567

Submitted Via Planning Portal – Reference: PP-15300889

Dear Sirs,

**UNIT 5-7, MAPLE PARK, MAPLE COURT, TANKERSLEY, BARNSELY, SOUTH YORKSHIRE,
S75 3DP
RETROSPECTIVE APPLICATION FOR ADVERTISEMENT CONSENT FOR ONE INTERNALLY
ILLUMINATED FASCIA SIGN**

We act on behalf of Klipboard (“the Applicant”) and have been instructed to submit this application for advertisement consent in respect of signage at Unit 5-7, Maple Park, Maple Court, Tankersley, Barnsley, South Yorkshire, S75 3DP (“the Site”).

The proposal is for the installation of fascia signage on a commercial premises. The signage, which comprises individual stainless steel and acrylic letters and logo, which are internally illuminated, has been installed on the North East elevation of the building.

The following letter explains the background to the proposal and outlines our justification for it against the requirements of the Advertisement Consent Regulations.

The Application

The Application comprises the following documents/drawings:

- Completed Application Form (Freeths, September 2026);
- Location Plan;
- Proposed Signage Details (417181 Dated 24/02/26);
- Photographs of the Proposed Signage (5no.);
- Lighting plan (dated 12/2/2026)

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Site & Surrounding Area

Unit 5-7 Maple Park is an existing building located on the Maple Park business park in Barnsley. It is a modern 2-storey commercial building occupied by the Applicant and is used as offices for their business management software operations.

Maple Park is a small business park situated towards the Southern boundary of the larger Tankersley business estate. The surrounding area is therefore characterised by a mix of commercial uses, primarily office and industrial uses. These are supported by garage, fast-food drive thru and gym uses. A two-storey Premier Inn hotel and restaurant lie to the South of the Site, while greenfield land bounded by mature trees lies to the east.

The site is accessed from Maple Court and Maple Road, which connect to the A61 and A616. These are arterial routes, providing links to the nearby M1.

The Proposal

Advertisement consent is sought for 1no. proposed fascia sign comprising the Applicants business name and logo. The individual stainless steel and acrylic characters are backed onto foamex and an aluminium mounting section. This is attached to the existing cladding on the North East elevation of the building. The signage is internally illuminated with face-lit lighting.

The proposal has been designed to suit the proportions and appearance of the existing building, respecting the character of the business park. The location and size of the signage is reflective of signage previously installed on the building, which this proposal replaces.

The advertisement of the business name at high level on the North East elevation will take advantage of the buildings low rise height, position and orientation, to improve legibility and wayfinding through the business park.

High-quality materials are proposed for the signage, comprising characters formed from stainless steel edges and acrylic faces. These will be internally illuminated, providing a sleek finish consistent with the modern character of the business estate setting. The colours proposed are reflective of the Applicant's branding, with the signage being opal, cyclamen and black.

The overall dimensions of the sign are proposed at 719.6mm in height and 2947.8mm in width. The depth of the signage, which sits slightly proud of the elevation due to the mounting, is 90mm. The signage height from ground level is approximately 6.08m to the base of the sign and 7.05m to its top.

The signage proposes internal illumination of the logo and each individual letter. The illumination levels of the sign is 468 cd/m².

With the exception of the height of the signage on the building, the advert would have benefited from deemed consent under Class 4B 'Illuminated advertisements on business premises' of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The applicant initially believed this to be the case, hence why the application is retrospective.

Policy Context

Planning Policy Guidance

The 2026 NPPF does not contain any reference to advertisement consent, however Planning Practice Guidance on 'advertisements' explains the control of the advertisement regime. That identifies that advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

Local Planning Policy

The development plan in Barnsley consists of the Barnsley Local Plan (Adopted January 2019), the Barnsley, Doncaster and Rotherham Joint Waste Plan (adopted March 2012) and Neighbourhood Development Plans.

The key policy of relevance in the Barnsley Local Plan (Adopted January 2019) is Policy D1 High Quality Design and Place Making. This policy is supplemented by Supplementary Planning Document – Advertisements (adopted May 2019).

Assessment

This application is for Express Advertisement Consent under regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations").

As per Regulation 3, applications for Express Advertisement Consent must be determined with reference to their impact on amenity and public safety only, considering (a) the provisions of the development plan, so far as they are material, and (b) any other relevant factors.

Amenity

The key consideration with regards to amenity is the impact of the advertisement on neighbouring occupiers and the character of the area. As explained above, the proposal is for a single advertisement on an existing office building.

The proposed signage is considered to be of a scale and form appropriate to the host building, which is a modern commercial building within an established business park. The advertisement is contained wholly within the building façade, sitting appropriately on the front elevation of the units. The signage will draw attention to the Applicants presence on the business park and will assist with legibility and wayfinding of the unit within the park.

It is considered that signage of this size is proportionate and in keeping with its surroundings. The signage is reflective of the style and positioning of other commercial signage across the business park to identify the Applicant's presence. It also replaces a sign of a comparative size and location on the existing building.

Given the existing lighting levels of the business park, the advertisements orientation facing into Maple Park and the primarily commercial industrial uses in the local area, it is considered that the proposed lighting levels would not cause a material impact to the neighbouring occupiers amenity.

As the application is retrospective a series of photographs have been submitted with this application, showing the appearance of the signage in the context of the existing building. The photographs demonstrate the signage as an appropriate scale, location, height and character on the low rise, office building.

Overall, we therefore consider that the proposed signage would be acceptable in amenity terms, taking into account it's commercial setting.

Public & Highway Safety

The signage is proposed be installed 6.08m from ground level, on a building located within a private business park.

Although the signage is illuminated, the building is back from key highway routes, with its access road serving only the business park. The signage is positioned on elevation that faces into the business park and the lighting levels are considered appropriate for the commercial setting of the area.

Overall, it is therefore considered that he proposed signage will not have any detrimental impacts with regards to public safety.

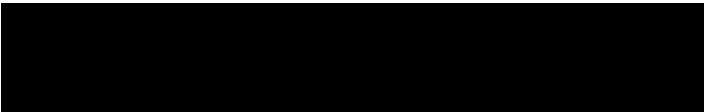
Summary

In summary, the signage is of a scale and form appropriate to the building which is located within the Maple Park business park. The signage comprises coloured acrylic and stainless steel characters mounted on foamex and an aluminium framework. The signage is internally illuminated. The signage will not impact on the visual amenity of the area or pose public or highway safety concerns.

As such, it is concluded that there are no amenity or public safety concerns with the proposal, and that the scheme accords with relevant planning policy including Local Plan Policy D1. We therefore request that Advertisement Consent be granted for the proposed signage without delay.

We trust that the information provided is sufficient to allow for prompt validation of the application and look forward to confirmation in due course. In the meantime, if you wish to discuss the proposals or require any additional information, please do not hesitate to contact me using the details below.

Yours faithfully,



Senior Associate
Freeths LLP
Please respond by e-mail where possible

Enc.